

FIG. 1

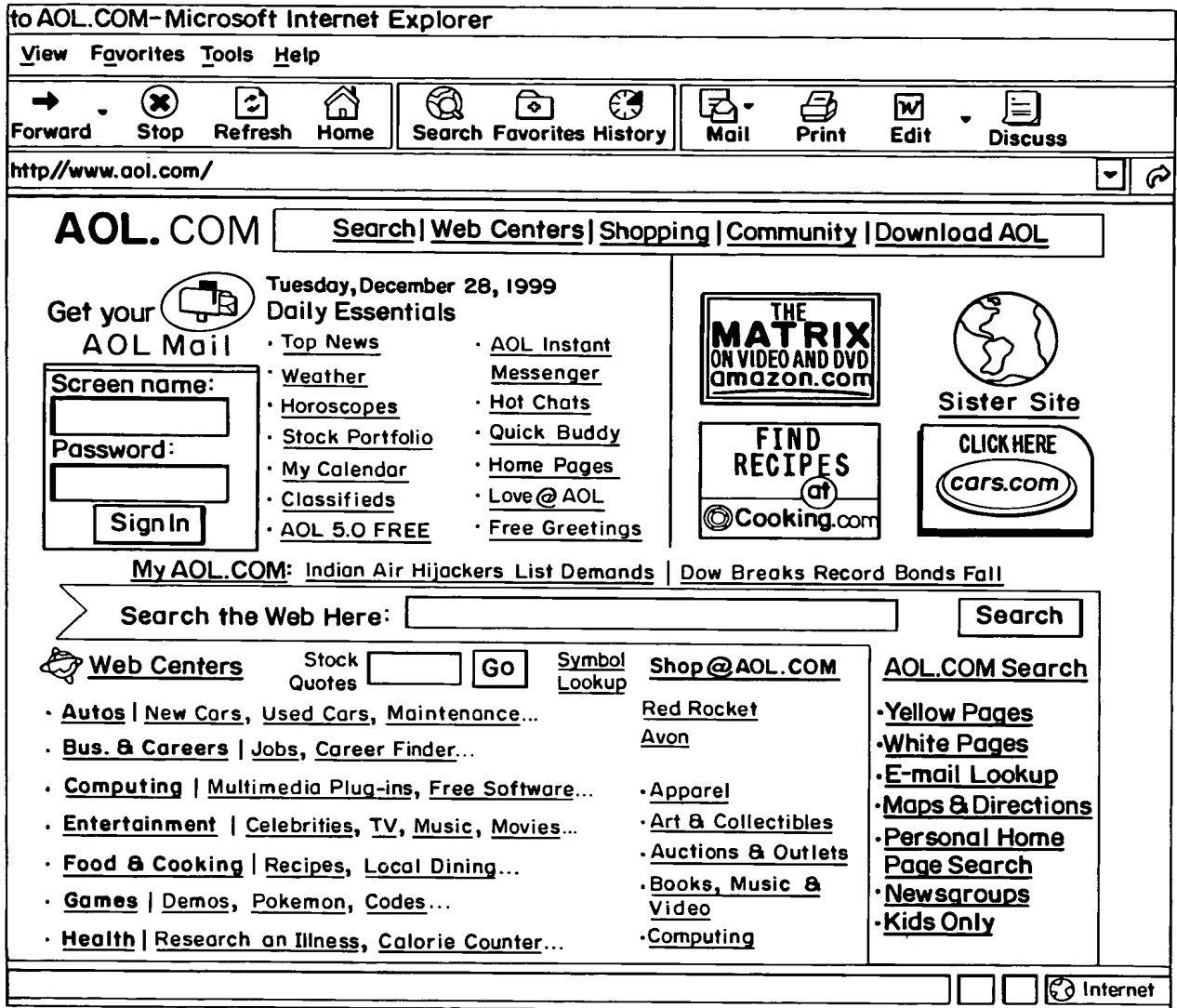


FIG. 2A

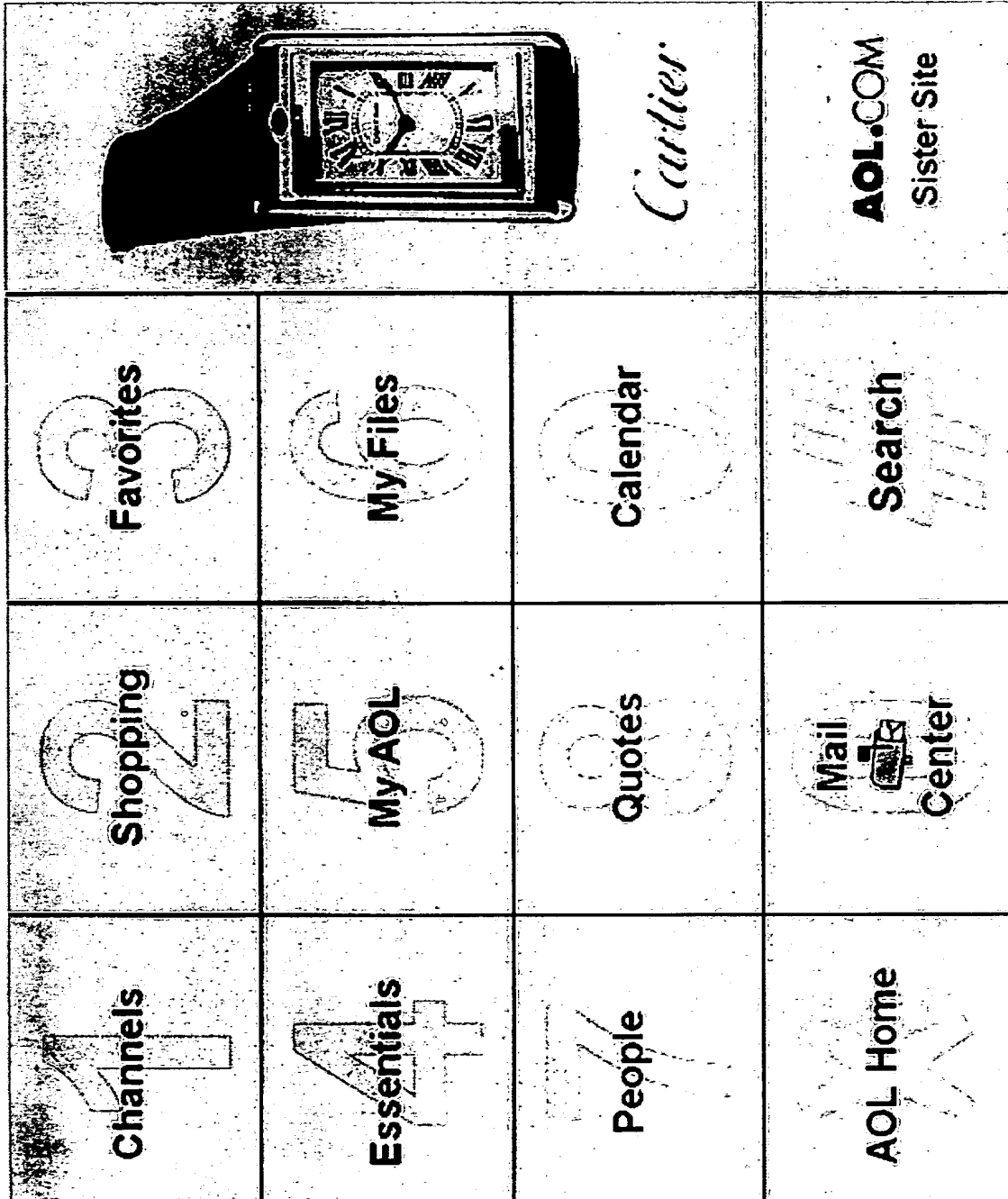








FIG. 2B

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Thursday, February 17, 2000

Yahoo!

Page: 1

					
 What's New	 Check Email				
 Personalize	 Help				
<div>Yahoo! Mail free email for life</div> <div><input type="text"/></div> <div>Free Internet Access</div>					
<div><input type="text"/></div> <div>Search advanced search</div>					
Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...					
Yahoo! Shopping - Thousands of stores. Millions of products. <table><tr><td>Departments<ul style="list-style-type: none">ApparelBath/BeautyComputersElectronics</td><td><ul style="list-style-type: none">FlowersFood/DrinkMusicVideo/DVD</td><td>Stores<ul style="list-style-type: none">Toys R UsGapVermont Teddy BearMacy's</td><td>Products<ul style="list-style-type: none">Digital camerasPokemonMP3 playersDVD players</td></tr></table>	Departments <ul style="list-style-type: none">ApparelBath/BeautyComputersElectronics	<ul style="list-style-type: none">FlowersFood/DrinkMusicVideo/DVD	Stores <ul style="list-style-type: none">Toys R UsGapVermont Teddy BearMacy's	Products <ul style="list-style-type: none">Digital camerasPokemonMP3 playersDVD players	In the News <ul style="list-style-type: none">Clinton urges Congress to back Congo forceWindows 2000 debutNASA releases NEAR asteroid images more...
Departments <ul style="list-style-type: none">ApparelBath/BeautyComputersElectronics	<ul style="list-style-type: none">FlowersFood/DrinkMusicVideo/DVD	Stores <ul style="list-style-type: none">Toys R UsGapVermont Teddy BearMacy's	Products <ul style="list-style-type: none">Digital camerasPokemonMP3 playersDVD players		
Arts & Humanities Literature, Photography...	News & Media Full Coverage, Newspapers, TV...	Marketplace <ul style="list-style-type: none">Loan Center - auto loans, mortgages, credit reportsYahoo! Bill Pay - free 3-month trialYahoo! Autos - buy new and used cars more...			
Business & Economy Companies, Finance, Jobs...	Recreation & Sports Sports, Travel, Autos, Outdoors...	Inside Yahoo! <ul style="list-style-type: none">Yahoo! Outloud - featuring Smash MouthY! Mobile - Yahoo! on your phonePlay free Fantasy Auto RacingY! Greetings - free greeting cards more...			
Computers & Internet Internet, WWW, Software, Games...	Reference Libraries, Dictionaries, Quotations...				
Education College and University, K-12...	Regional Countries, Regions, US States...				
Entertainment Cool Links, Movies, Humor, Music...	Science Animals, Astronomy, Engineering...				
Government Elections, Military, Law, Taxes...	Social Science Archaeology, Economics, Languages...				
Health Medicine, Diseases, Drugs, Fitness...	Society & Culture People, Environment, Religion...				
World Yahoo!s Europe : Denmark - France - Germany - Italy - Norway - Spain - Sweden - UK & Ireland Pacific Rim : Asia - Australia & NZ - China - Chinese - HK - Japan - Korea - Singapore - Taiwan Americas : Brazil - Canada - Mexico - Spanish					
Yahoo! Get Local LA - NYC - SF Bay - Chicago - more...					
Other Autos - Careers - Digital - Entertainment - Greetings - Health - Invites - Local Events - Net Events Message Boards - Movies - Music - Real Estate - Small Business - Y! Internet Life - Yahoo!igans!					
<div>Yahoo! prefers </div> <div>How to Suggest a Site - Company Info - Privacy Policy - Terms of Service - Contributors - Openings at Yahoo!</div> <div>Copyright © 2000 Yahoo! Inc. All rights reserved. Copyright Policy</div>					

<http://www.yahoo.com/>

FIG. 2C

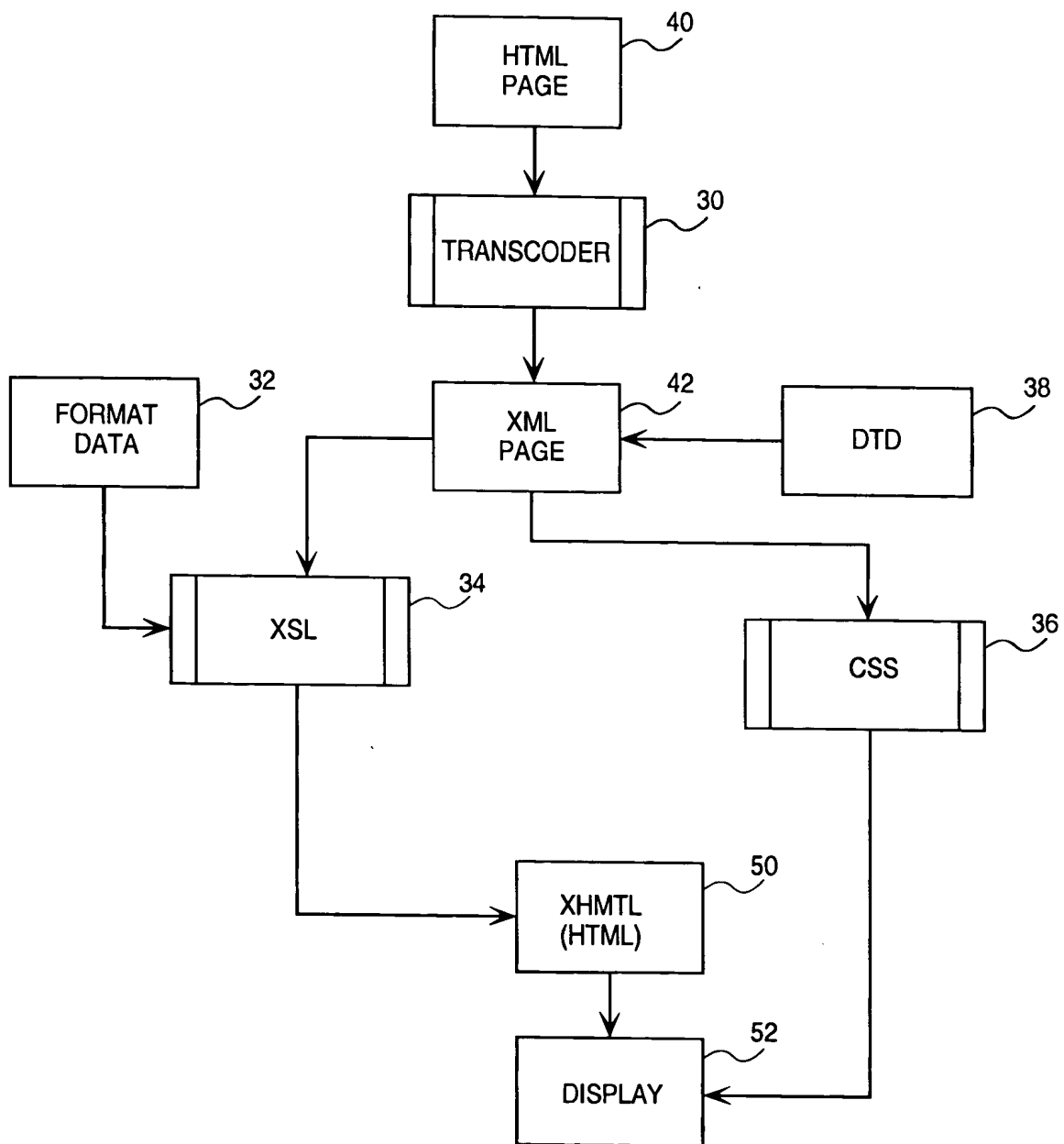


FIG. 3

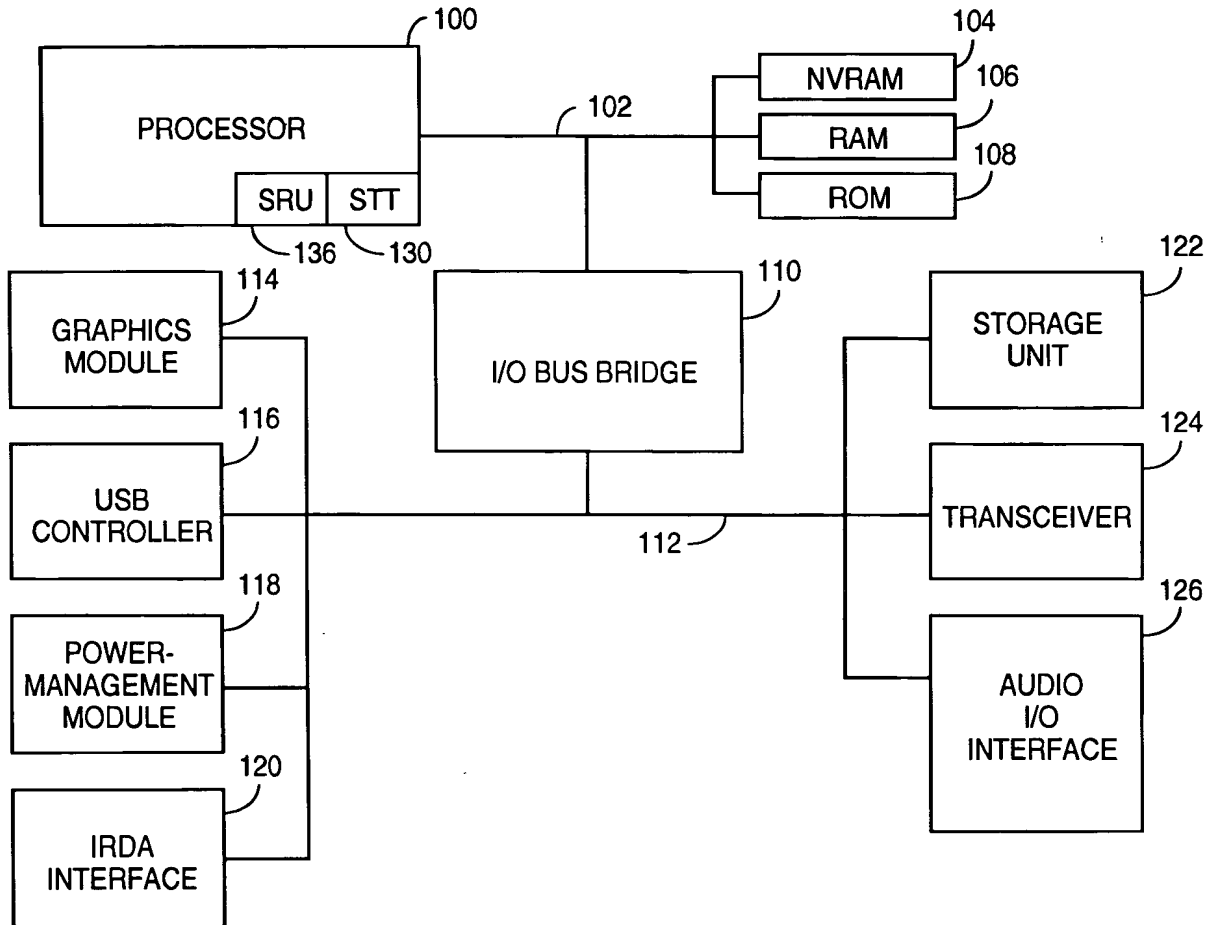


FIG. 4

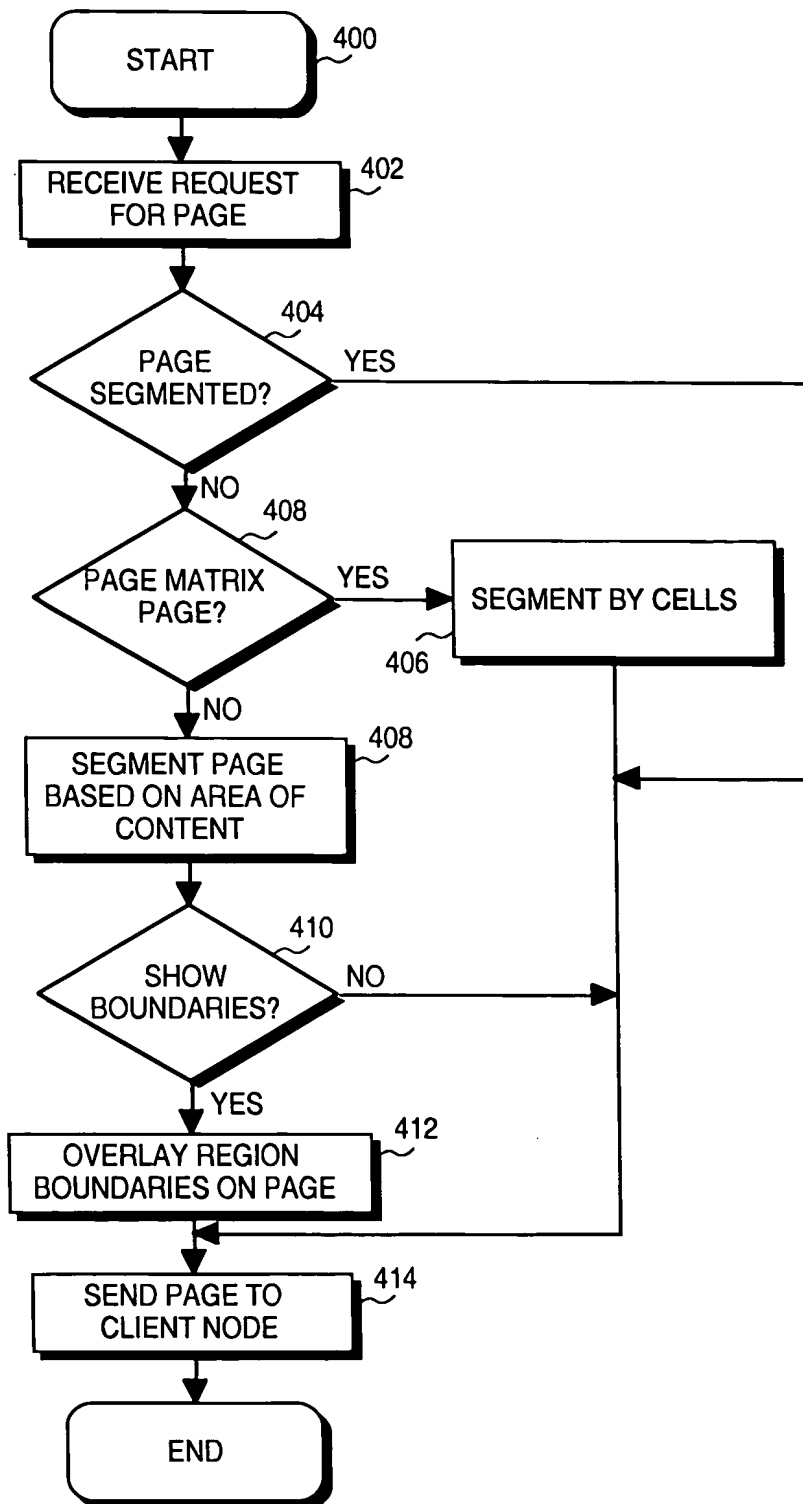


FIG. 5A

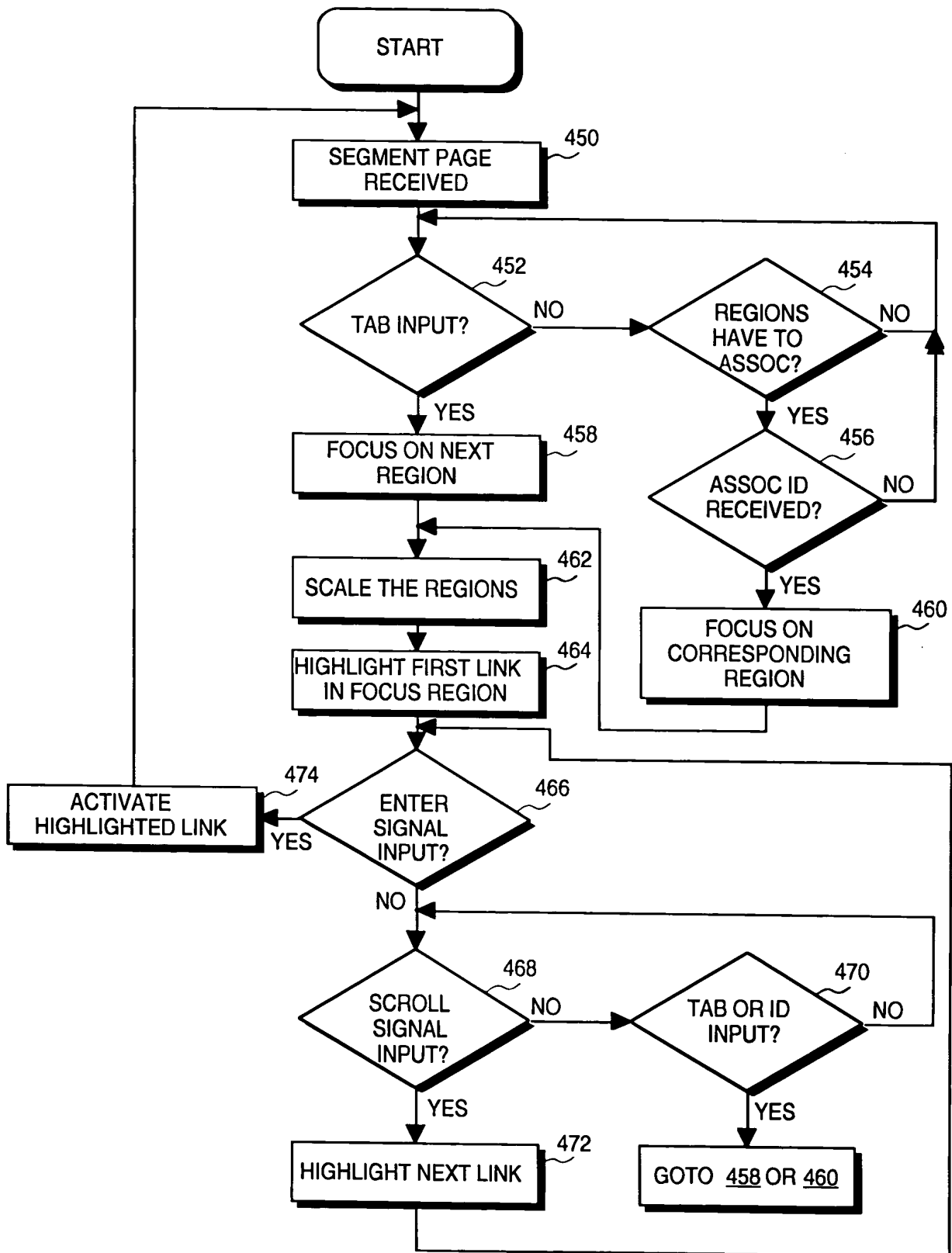


FIG. 5B

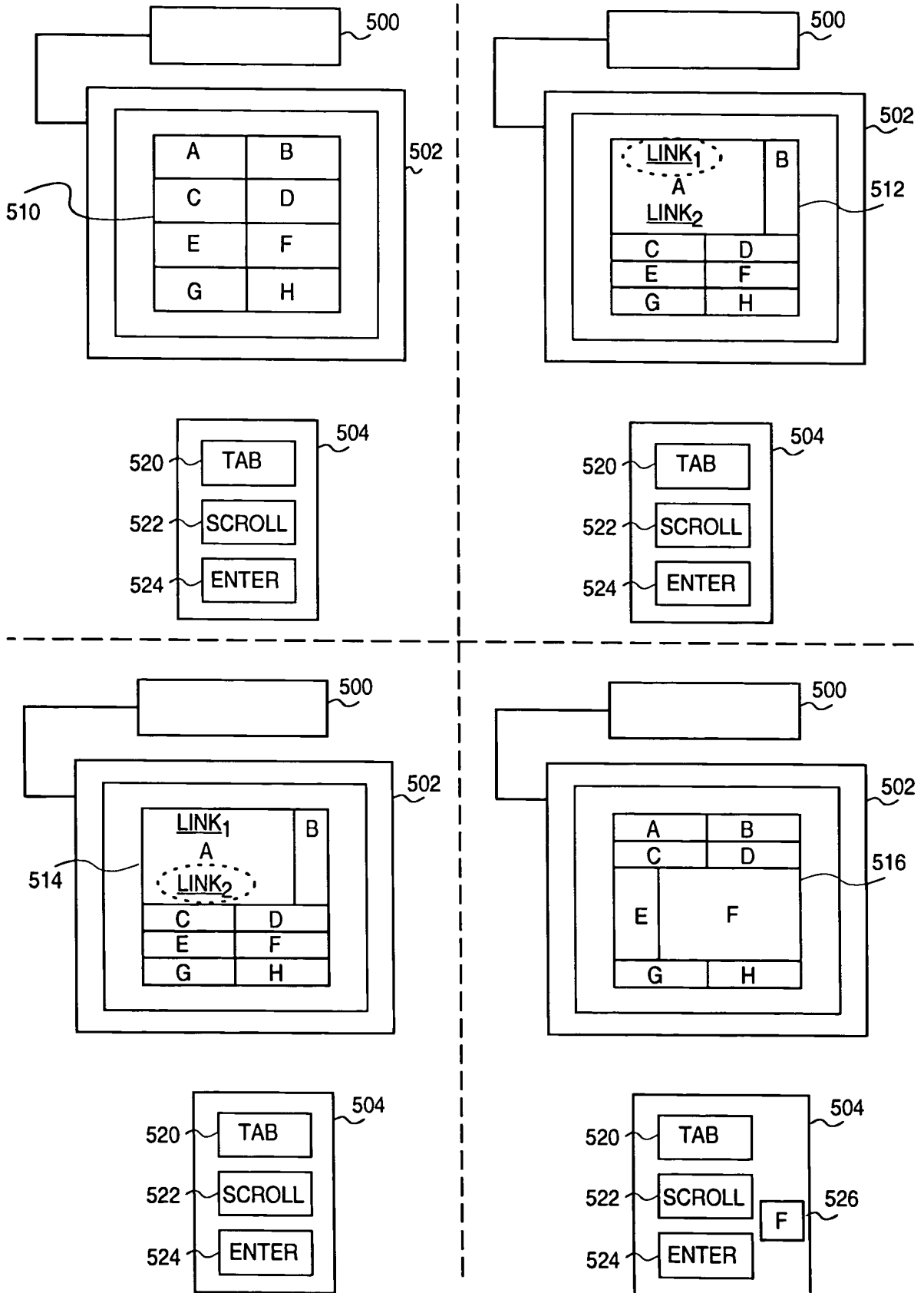


FIG. 5C

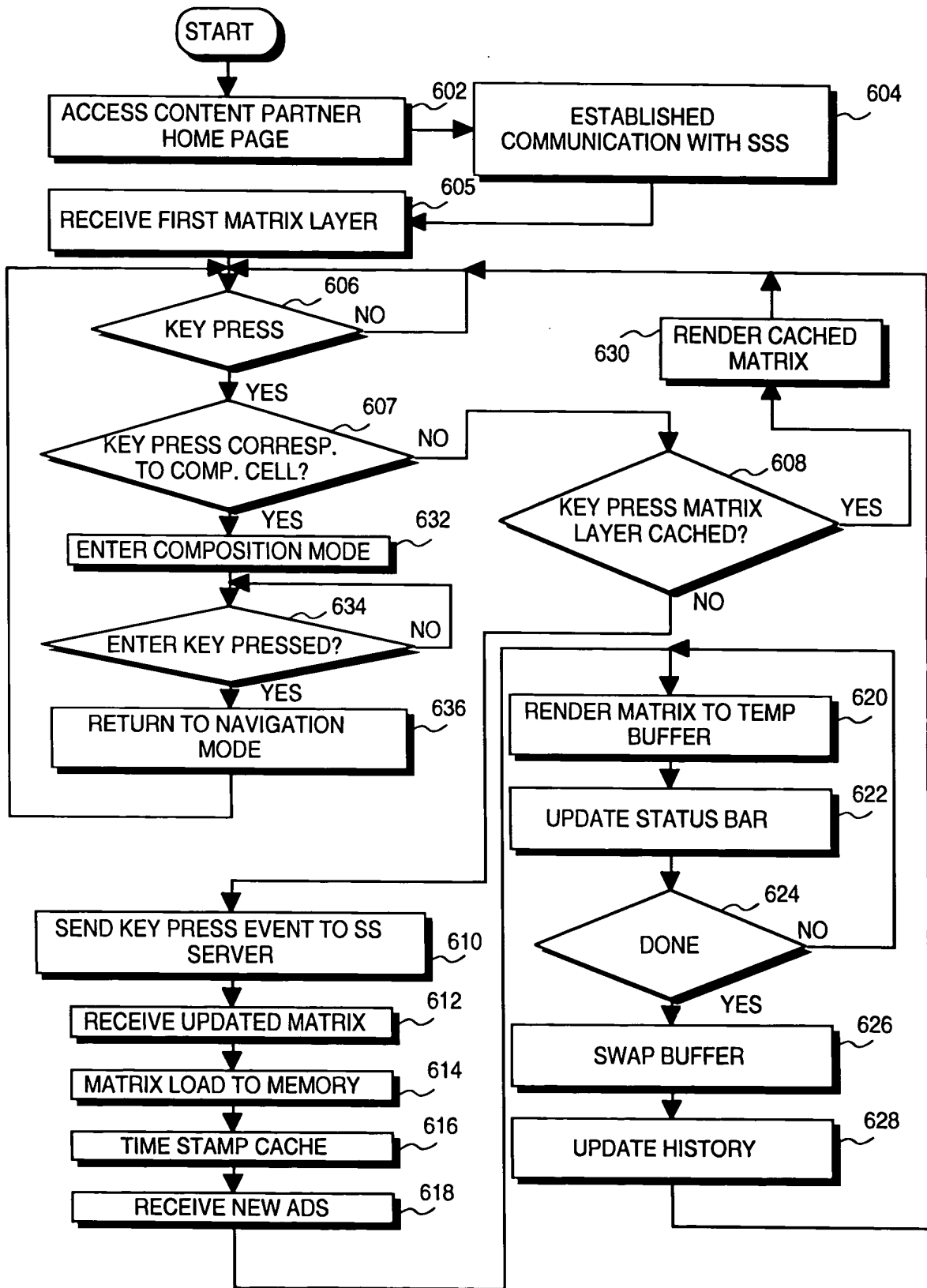


FIG. 6

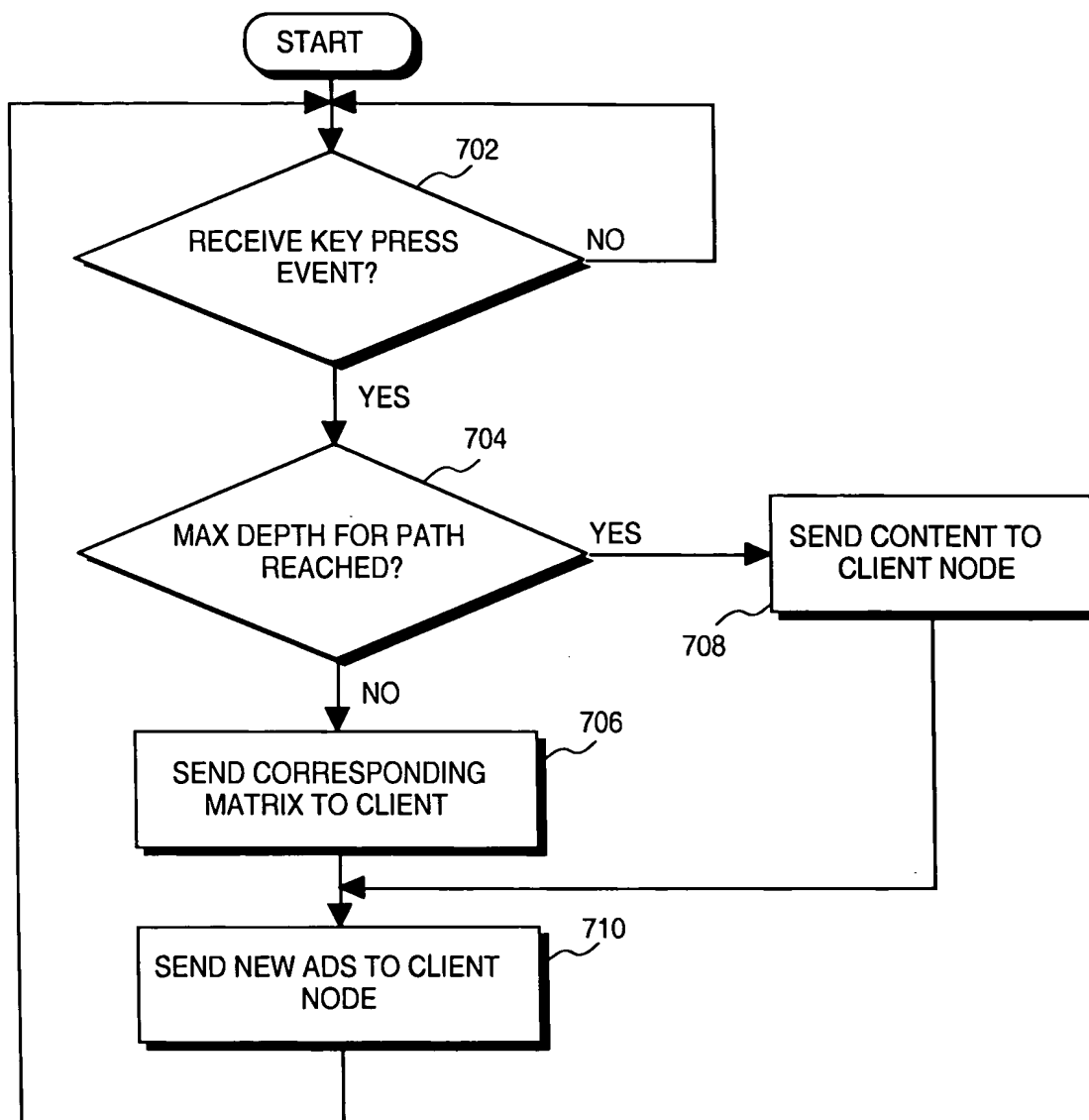


FIG. 7

1	2	3	A
4	5	6	B
7	8	9	C
*	0	#	<div>Asynchronous Messages</div> <div>Title Block</div> <div><div></div>85%</div>

FIG. 8

BEST AVAILABLE COPY

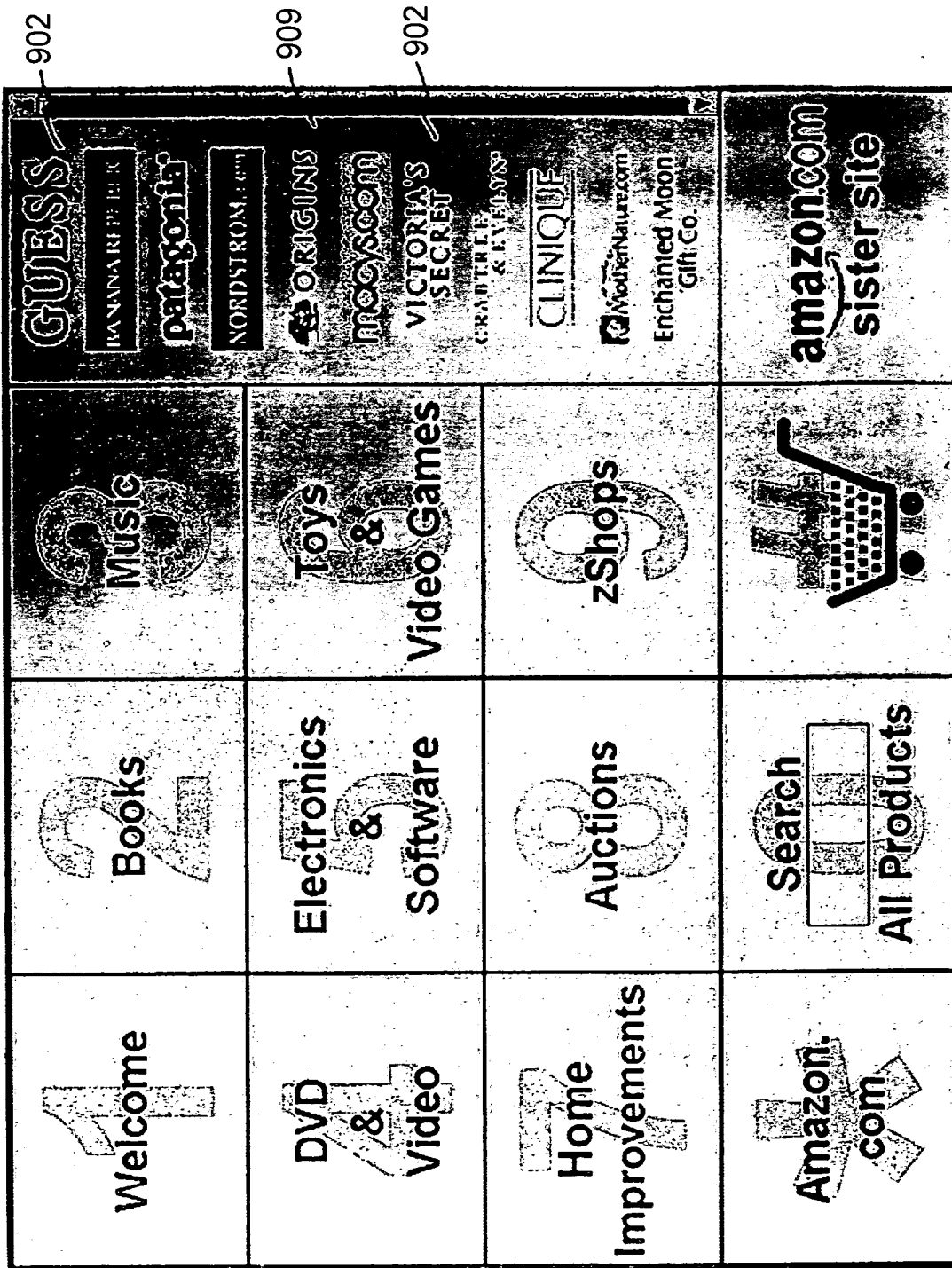


FIG. 9A

BEST AVAILABLE COPY

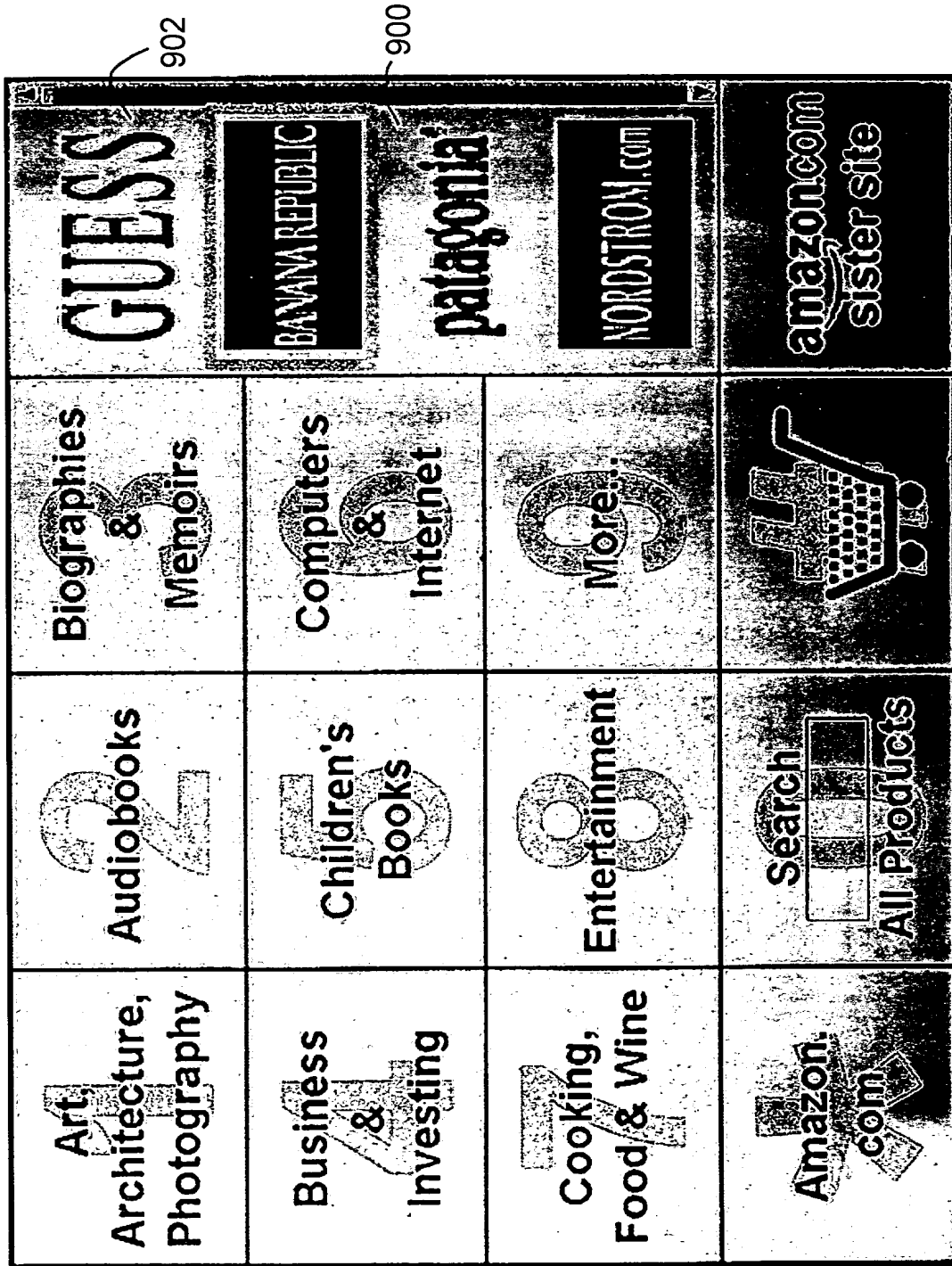


FIG. 9B

BEST AVAILABLE COPY

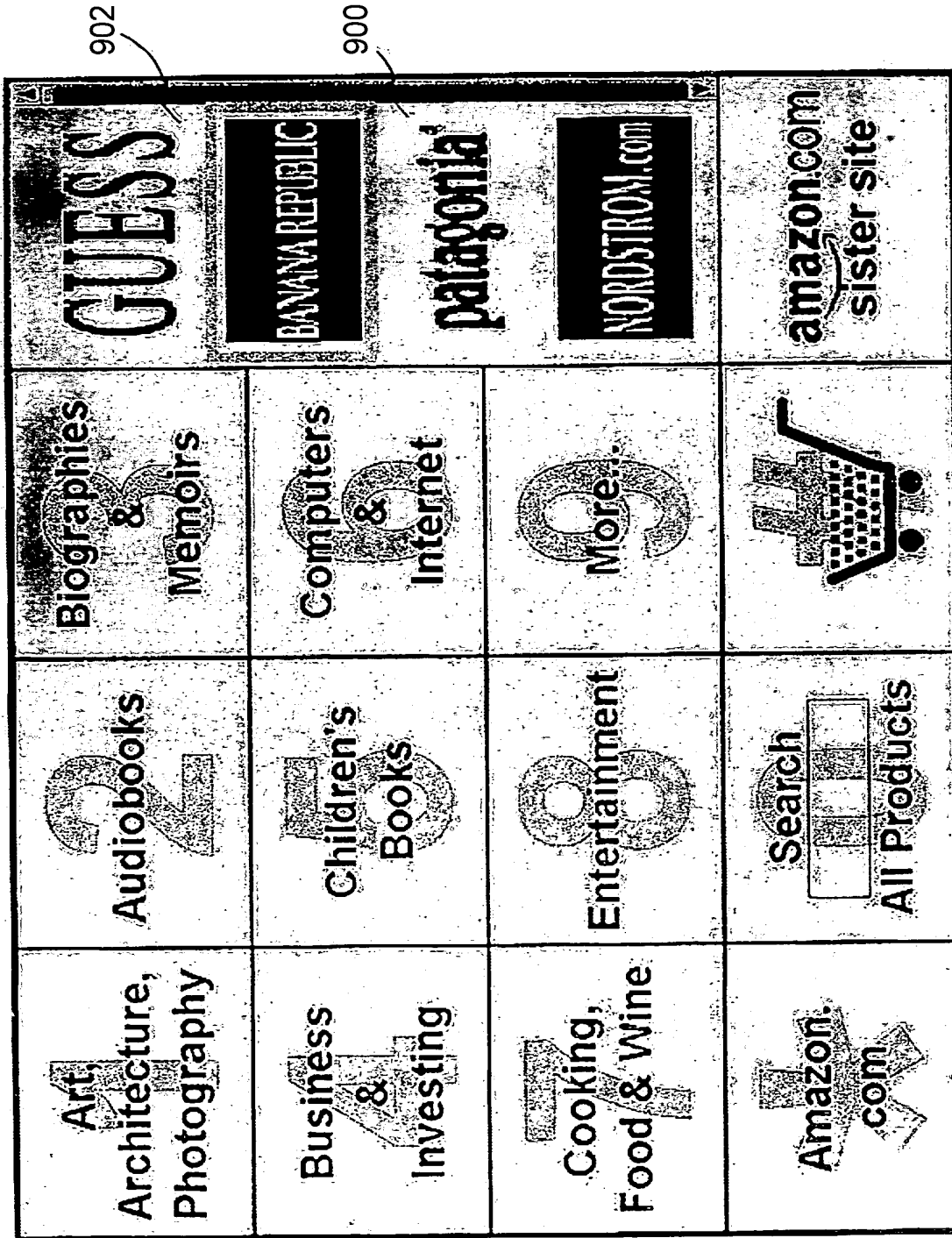


FIG. 9C

BEST AVAILABLE COPY

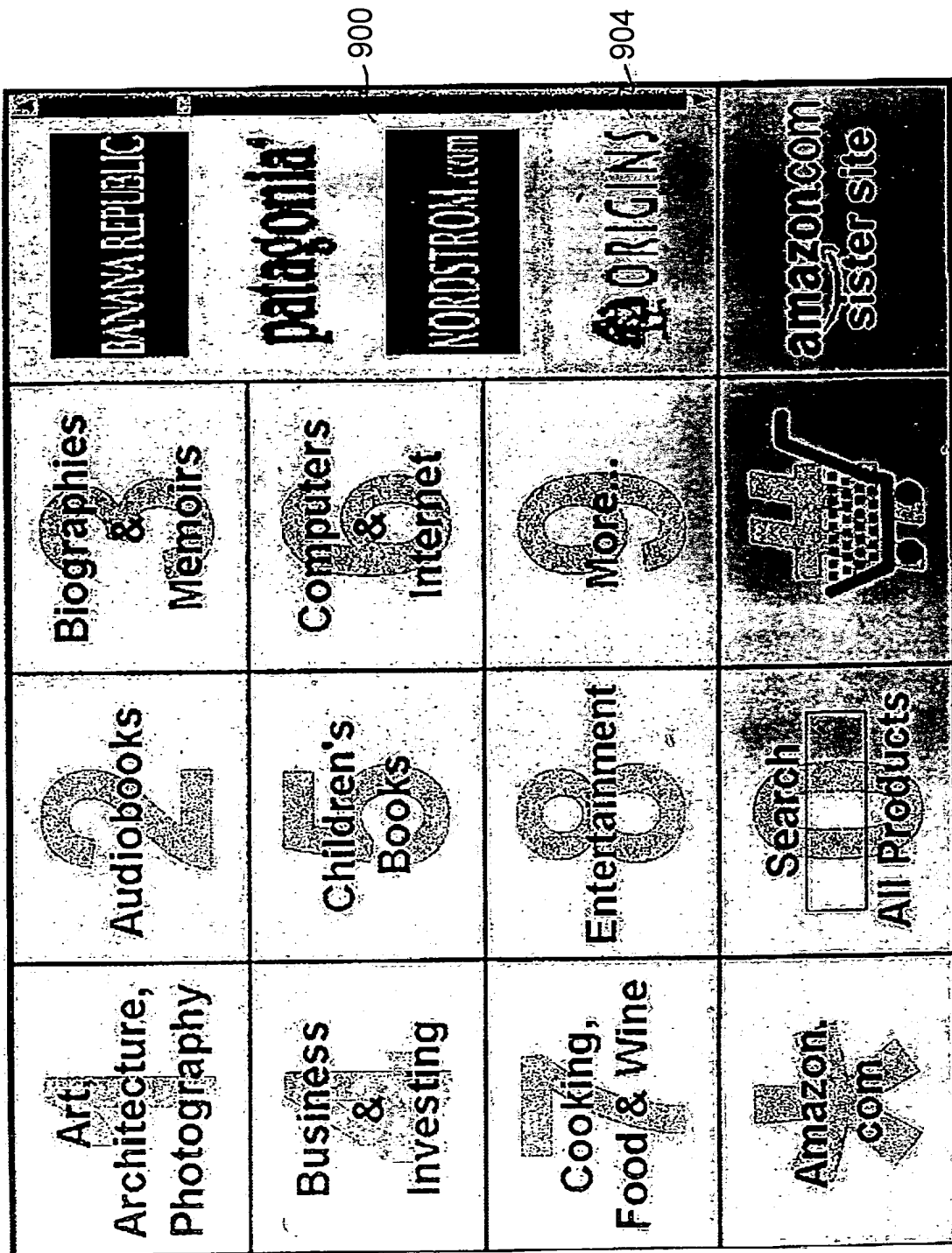


FIG. 9D

BEST AVAILABLE

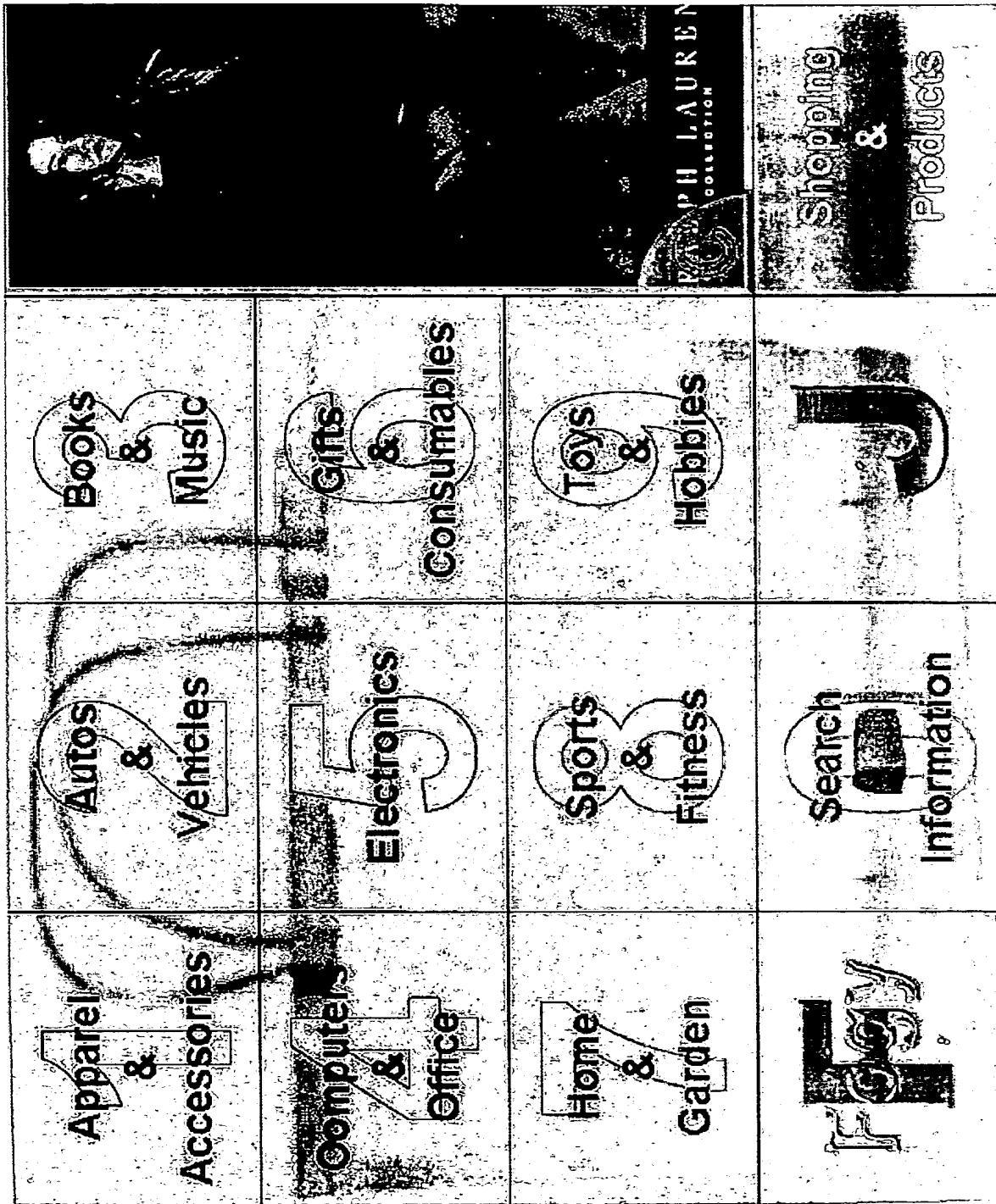


FIG. 10a

BEST AVAILABLE COPY

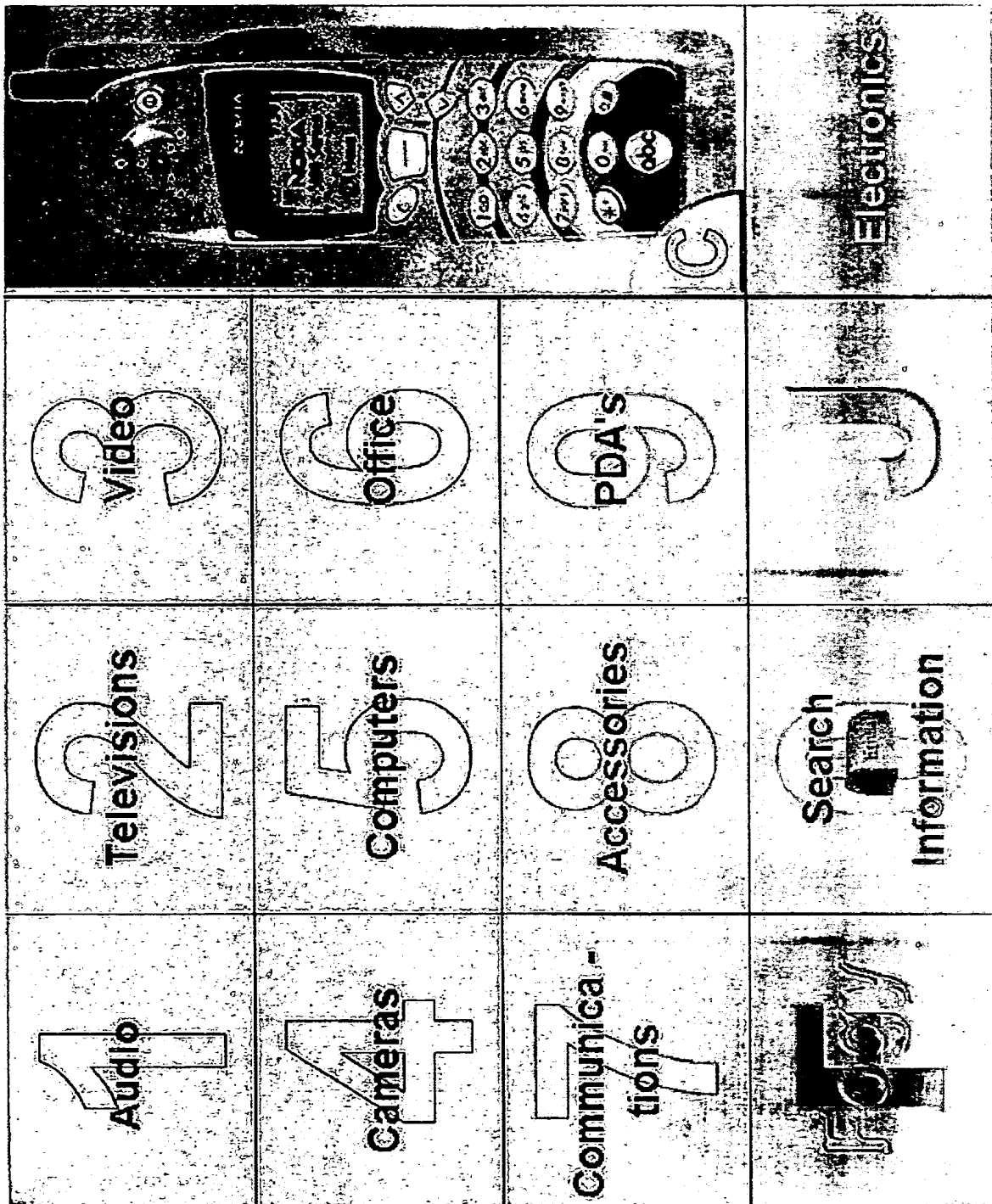


FIG. 10b

BEST AVAILABLE COPY

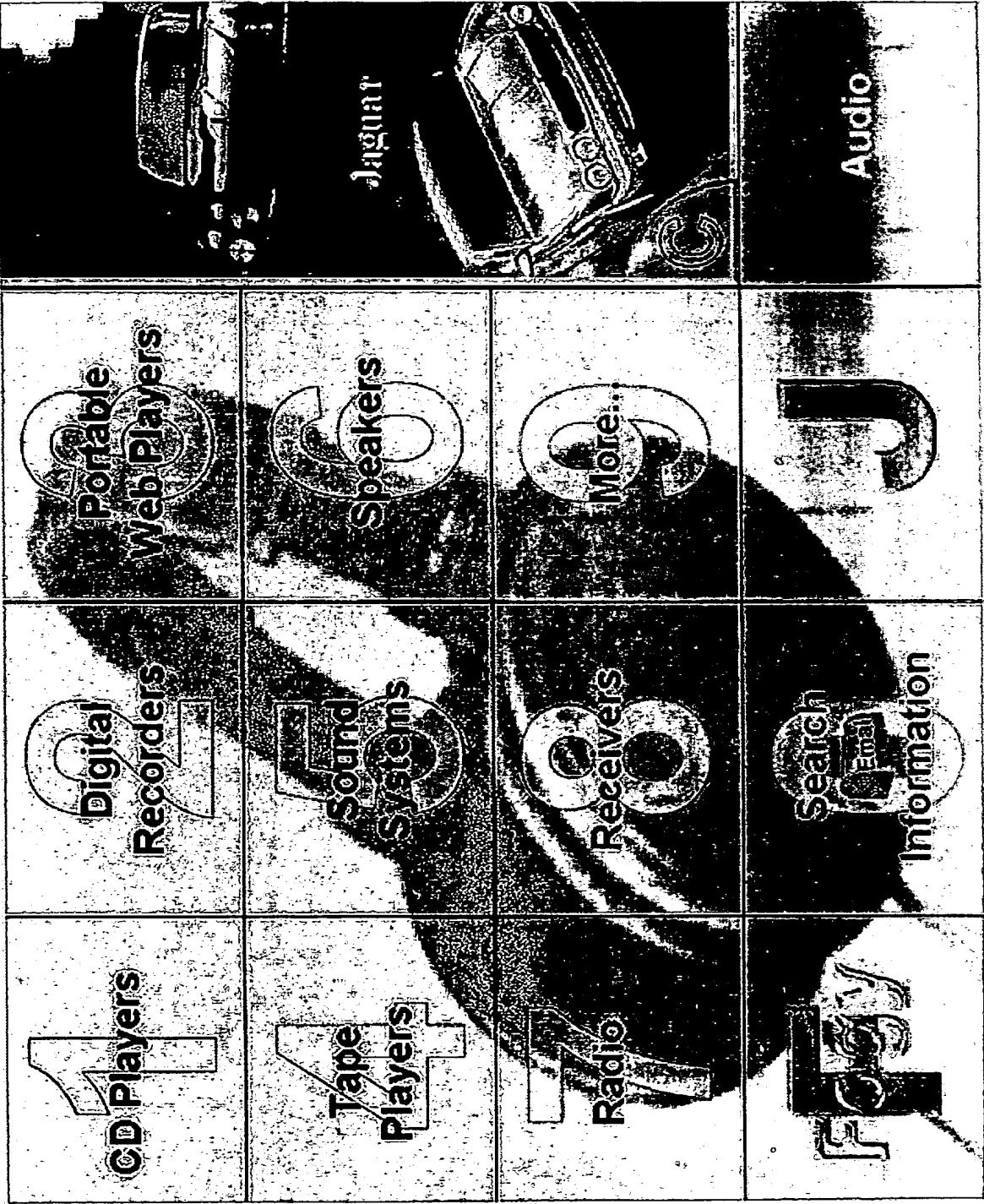


FIG. 10c

BEST AVAILABLE C

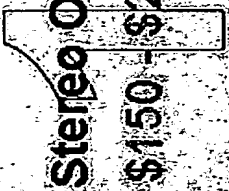
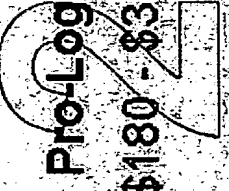
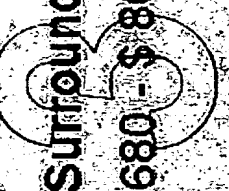
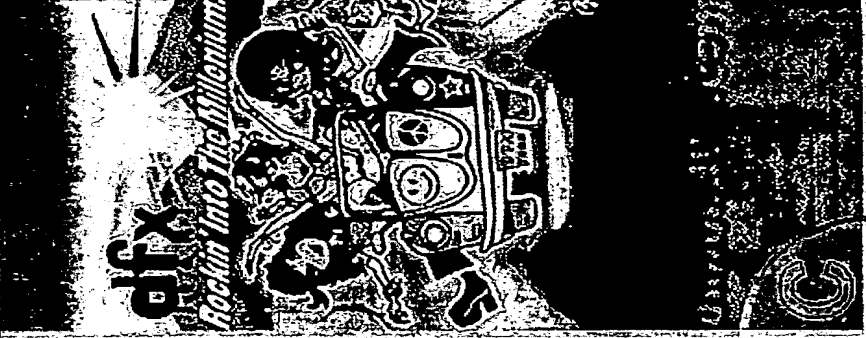
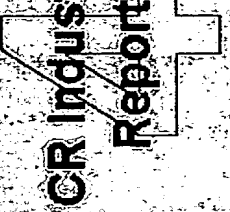
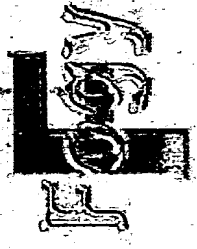



 Stereo Only \$150 - \$290	 Pro-Logic \$180 - \$390	 Surround \$680 - \$800	
 CR Industry Report			
	 Search Information		

FIG. 10d

BEST AVAILABLE CC

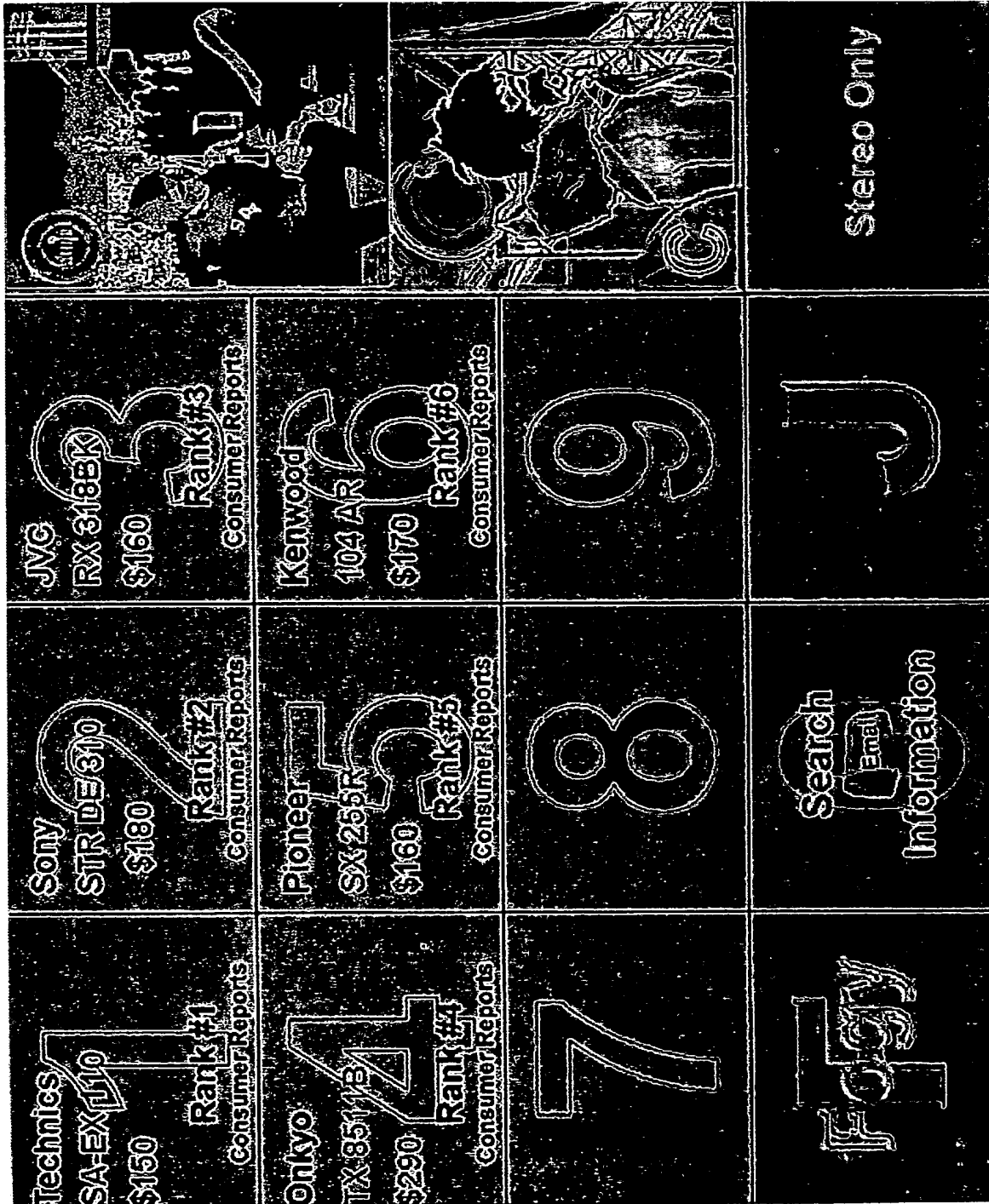


FIG. 10e

BEST AVAILABLE COPY

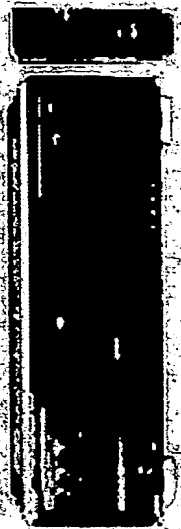
<p>Technics SA-EX110</p> <p>\$150 Our Price: \$129</p>  <p>Rank #1 Consumer Reports</p>		<p>3 Features</p>	<p>6 Specifications</p>	<p>9 PURCHASE</p>	<p>Technics</p>
<p>Consumer Report</p>	<p>8 Similar Products</p>	<p>Search Information</p>	<p>Technics</p>	<p>Technics</p>	<p>Technics</p>

FIG. 10f

BEST AVAILABLE COPY

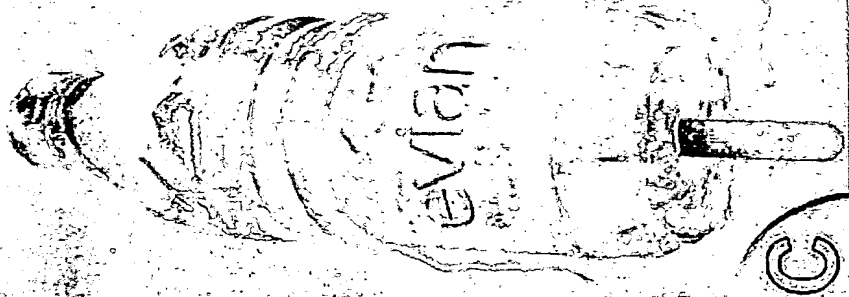
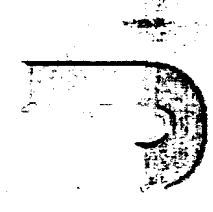


1 Credit Card Type: <input type="text"/>	2 Credit Card Number: <input type="text"/>	3 Expiration Date: <input type="text"/>	
4 Name: <input type="text"/>	5 Street Address: <input type="text"/>	6 City, State, Zip: <input type="text"/>	Technics PURCHASE
Ship to Different Address	Clear All Forms	Next	
	Search Information		

FIG. 10g

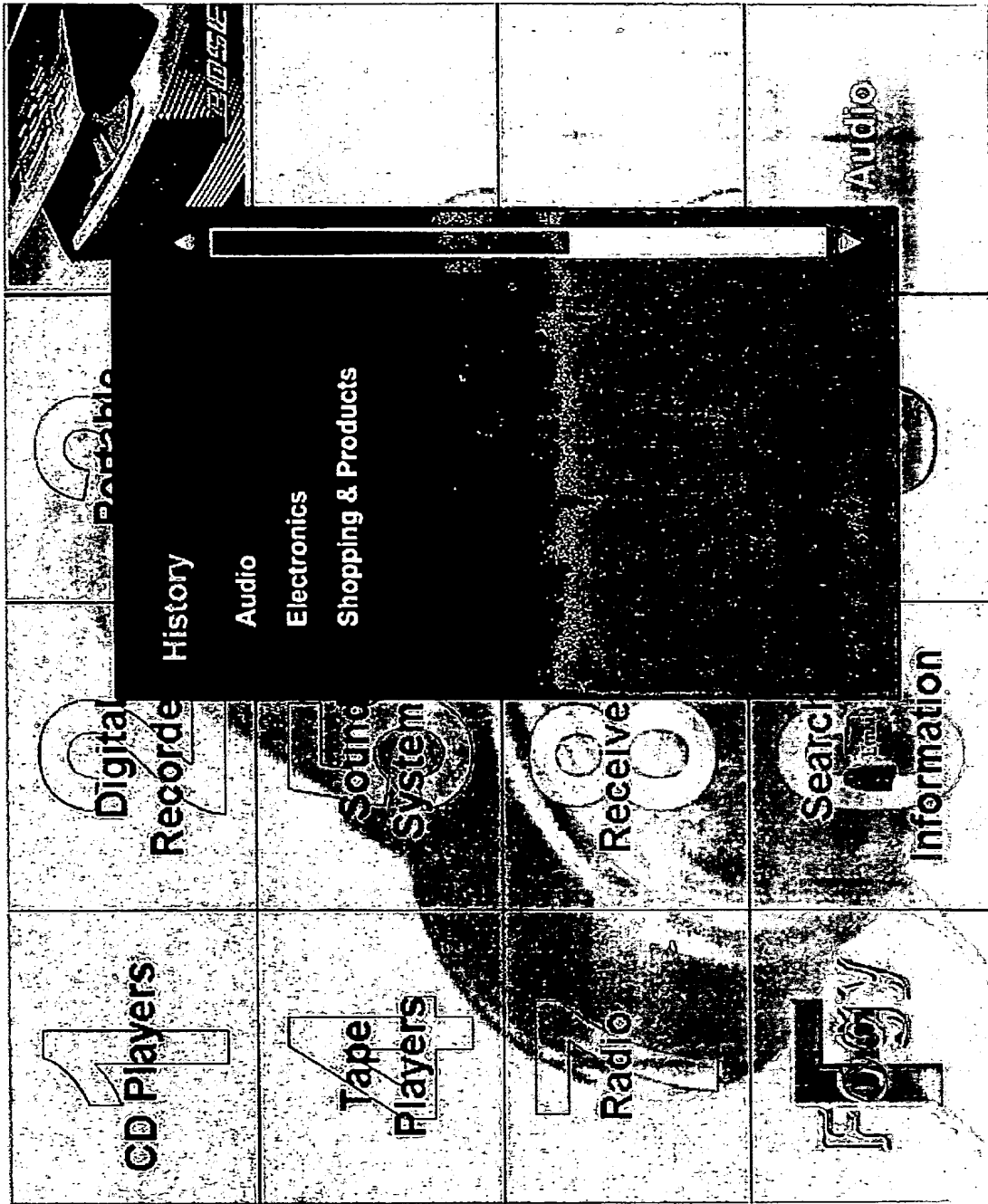


FIG. 11

BEST AVAILABLE COPY

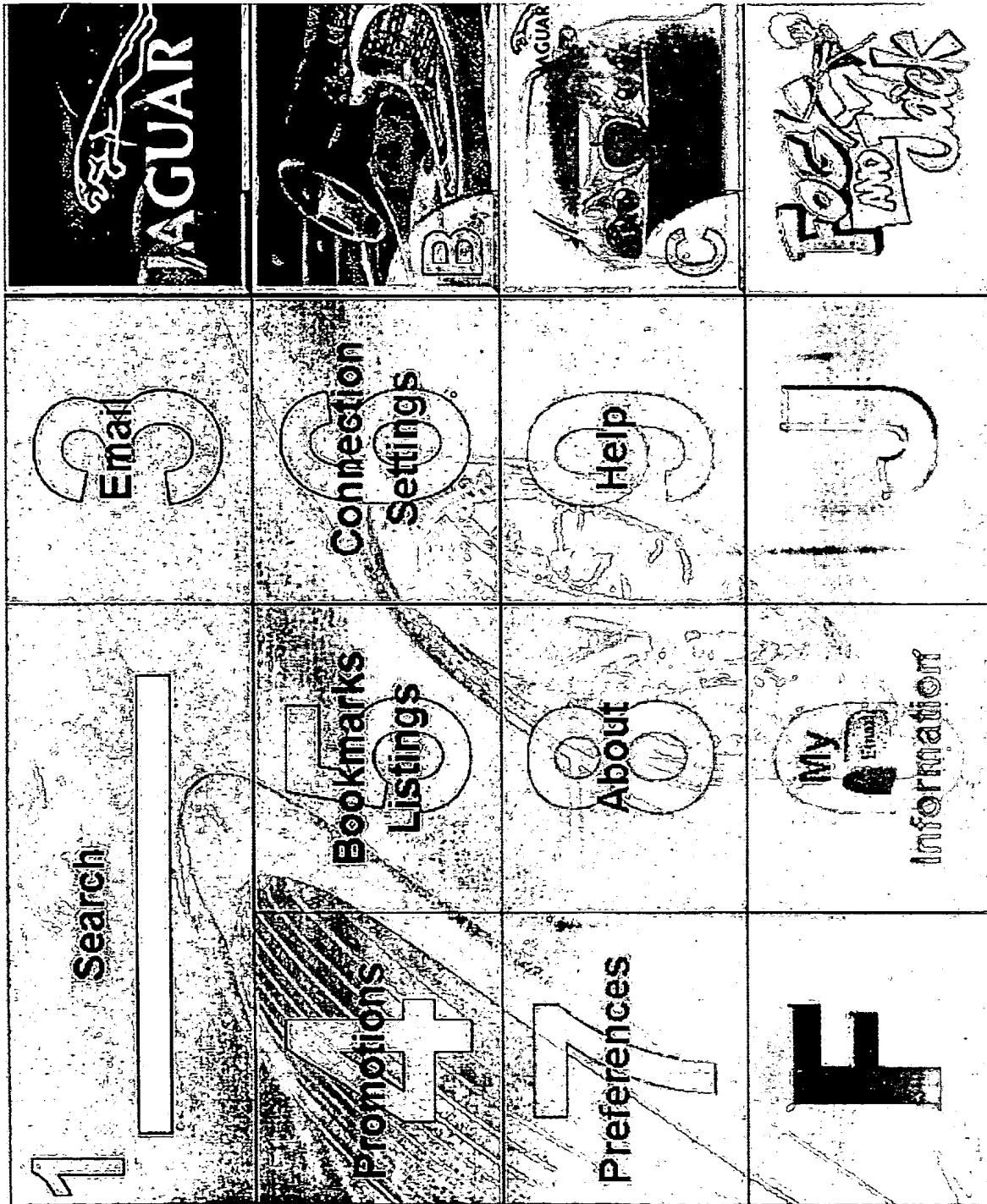


FIG. 12a

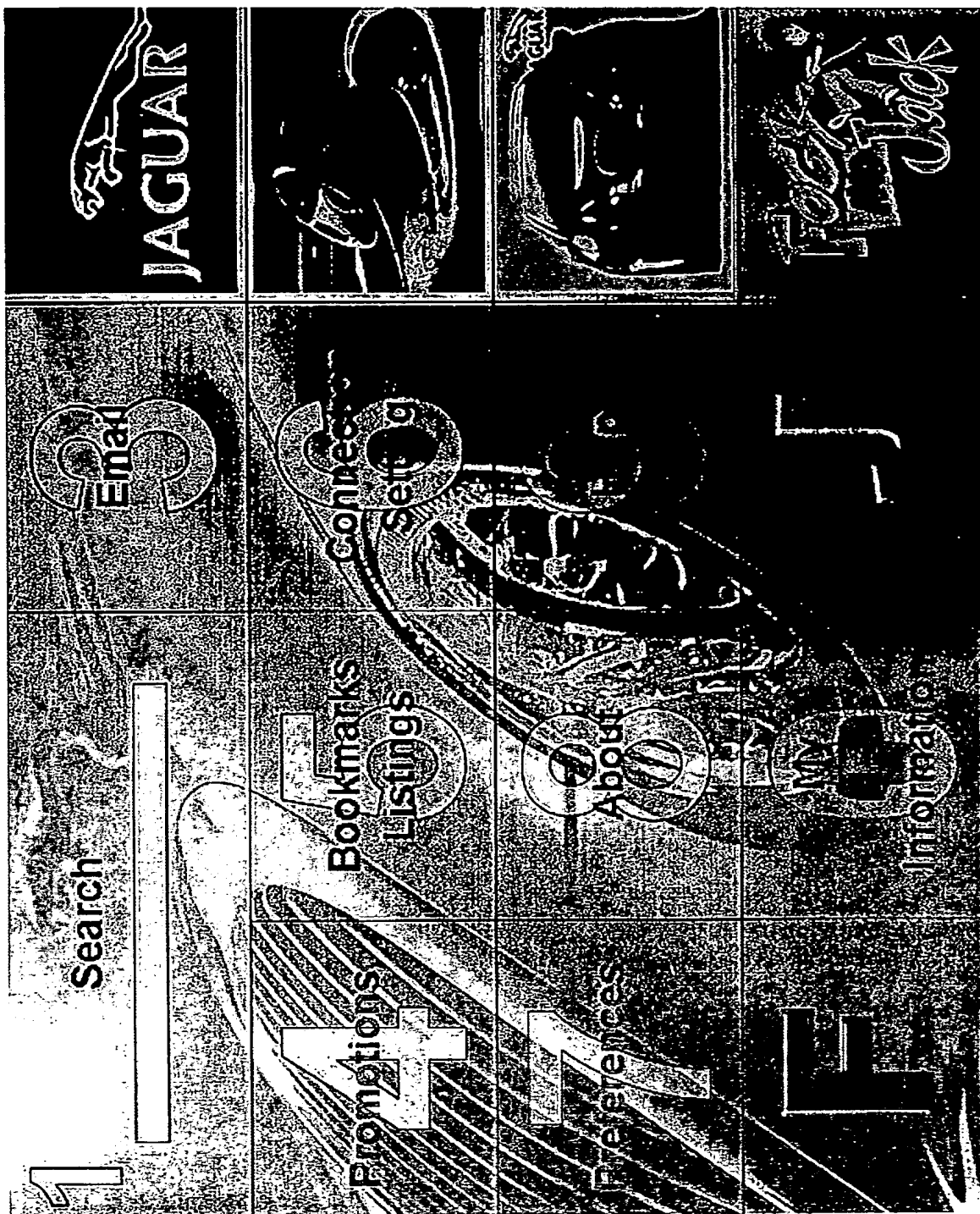


FIG. 12b

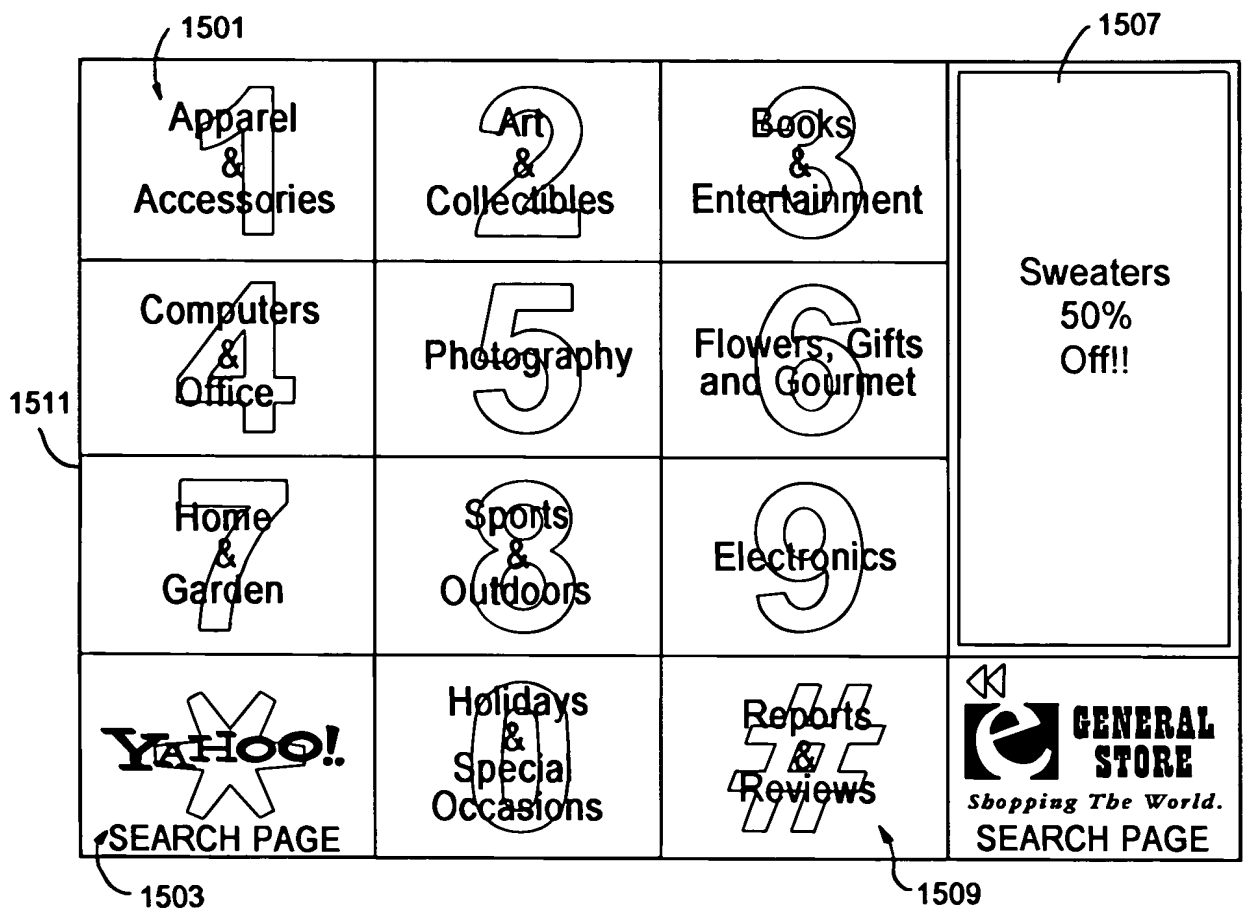
BEST AVAILABLE COPY

Inbox A	Outbox B	Sent C	Email
<div><div><div>1 From: Jack@fogylack.com</div><div>2 To: user@fogylack.com</div><div>3 Subject: Welcome!</div></div><div>4<div>Welcome new Fogylack and Jack user!</div></div><div>5 Send 6 Save 7 Cancel</div></div> <div><div>F</div><div>Trashcan</div><div>J</div></div>			

FIG. 13

		1	2	3	4
		5	6	7	8

FIG. 14



Yahoo! E-Commerce Channel

FIG. 15

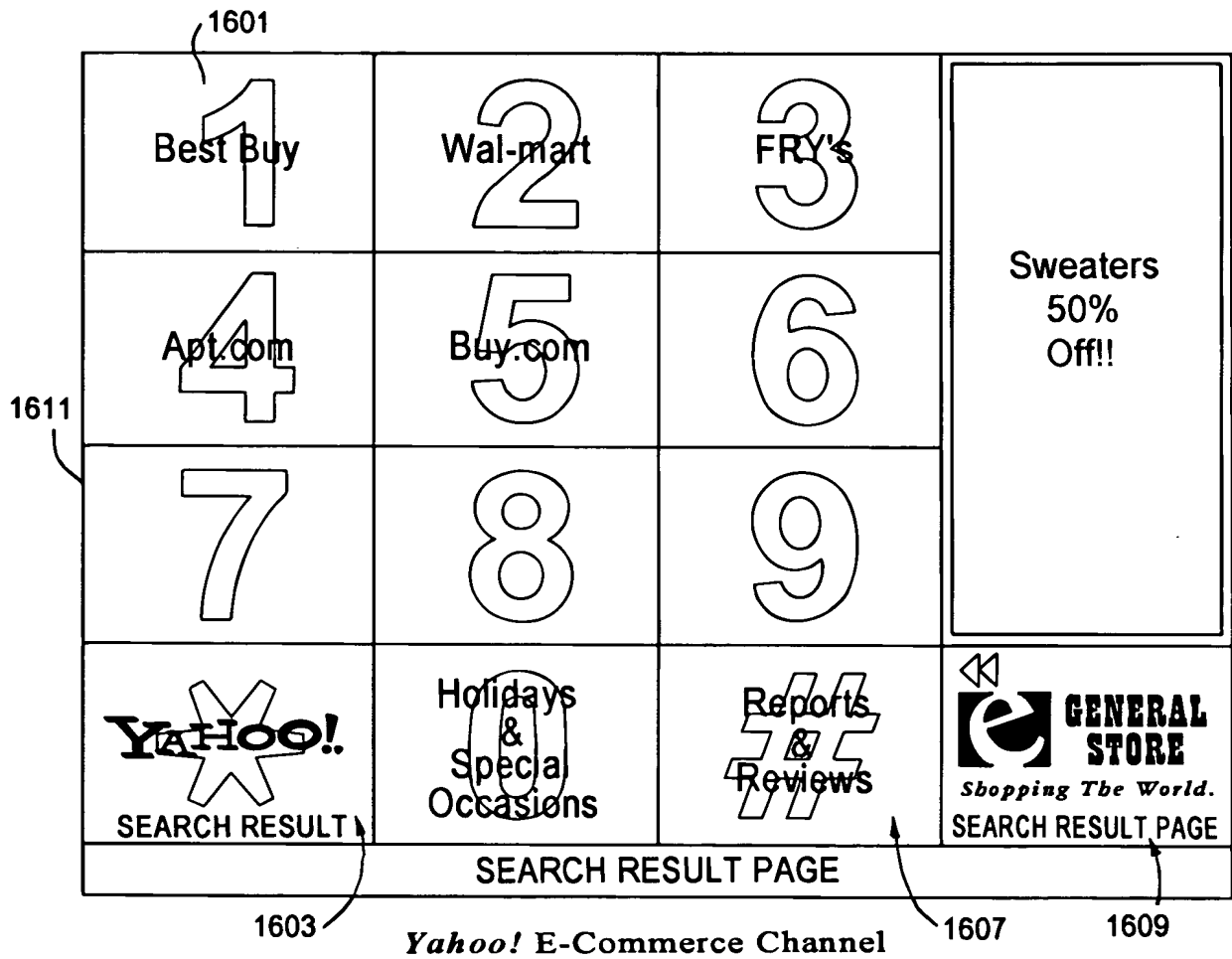


FIG. 16

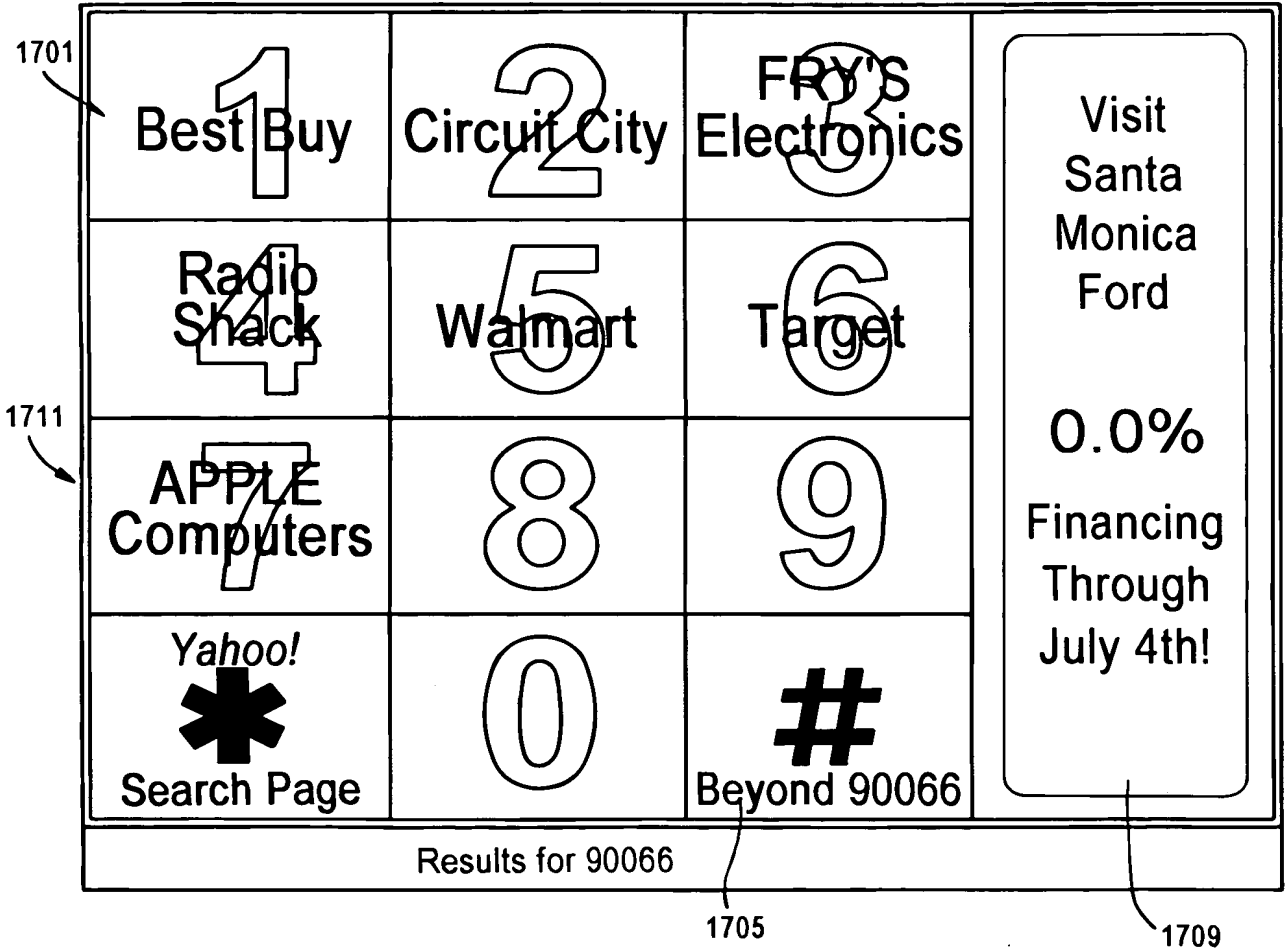


FIG. 17

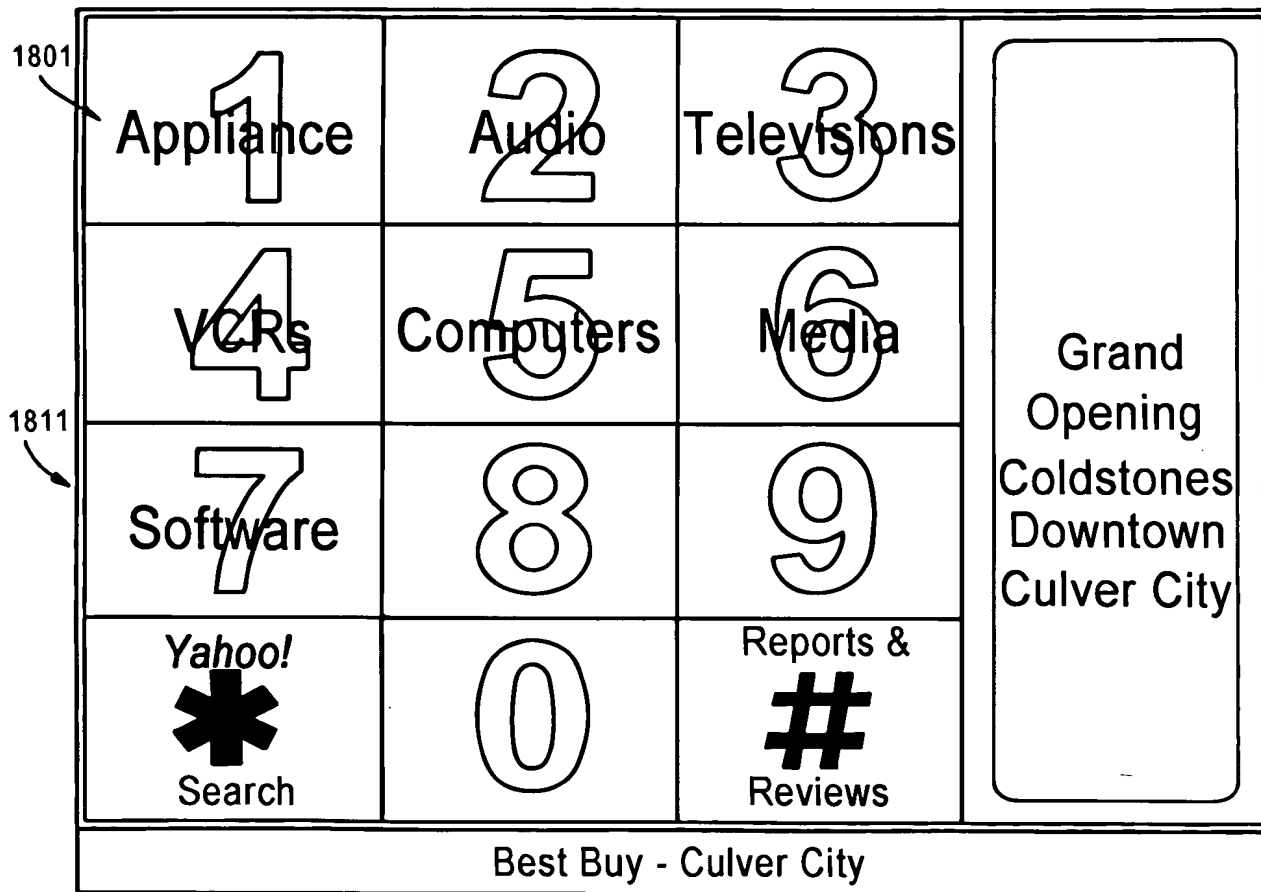


FIG. 18

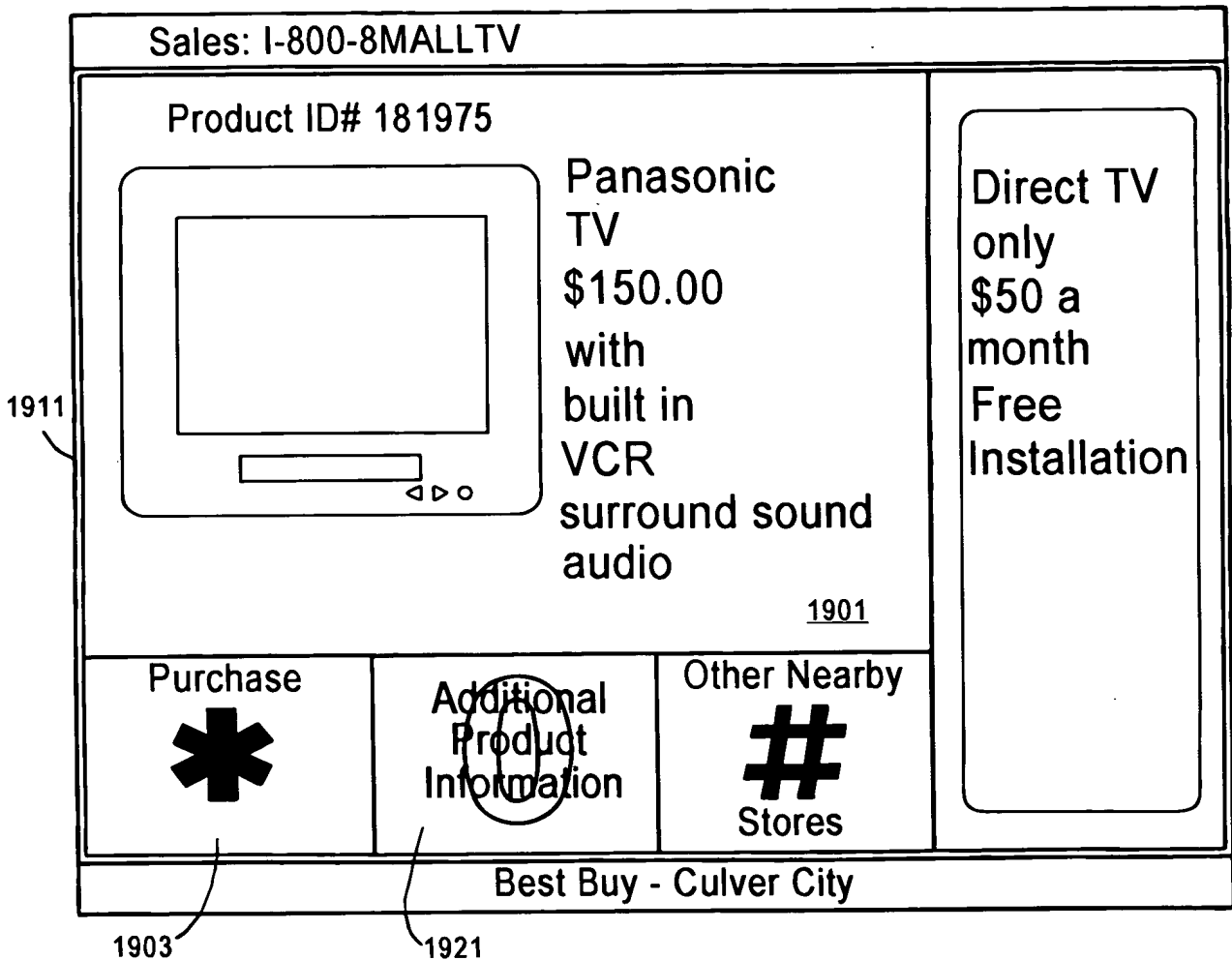


FIG. 19

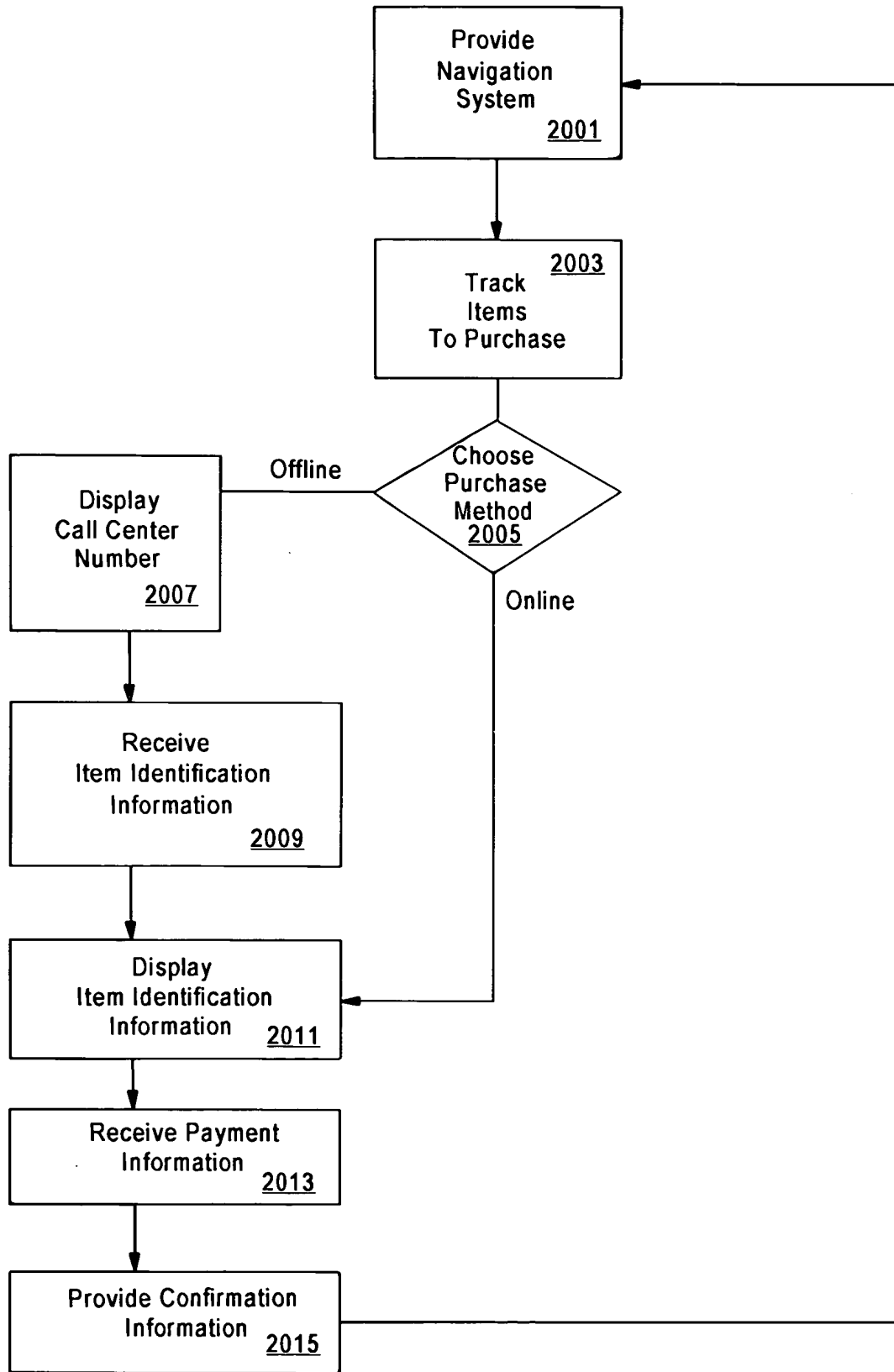


FIG. 20

2111 Account Summary
Client: Walmart

2101

Keywords/Category	Bid	Rank	Location	Time
Groceries	\$0.05	1	90066	9am-5pm
Toys	\$0.03	4	90066	9am-5pm
Clothing	\$0.01	67	90292	6pm-12am

2103

2121

Keyword/Category	Bid	Location	Time
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Place Bid"/>			

2105 2109 2107

FIG. 21

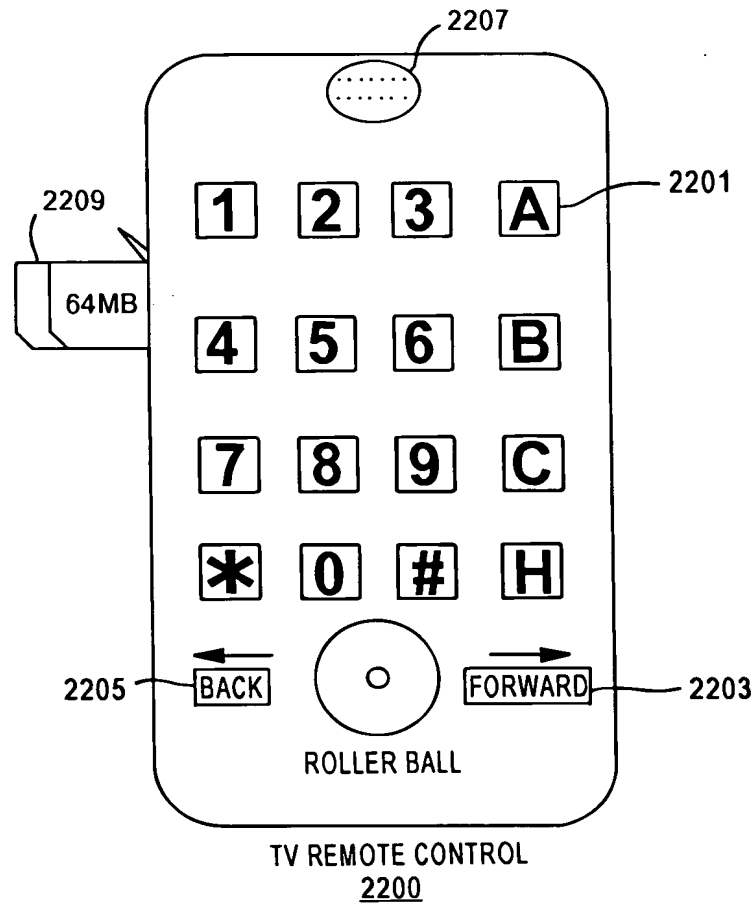


FIG. 22

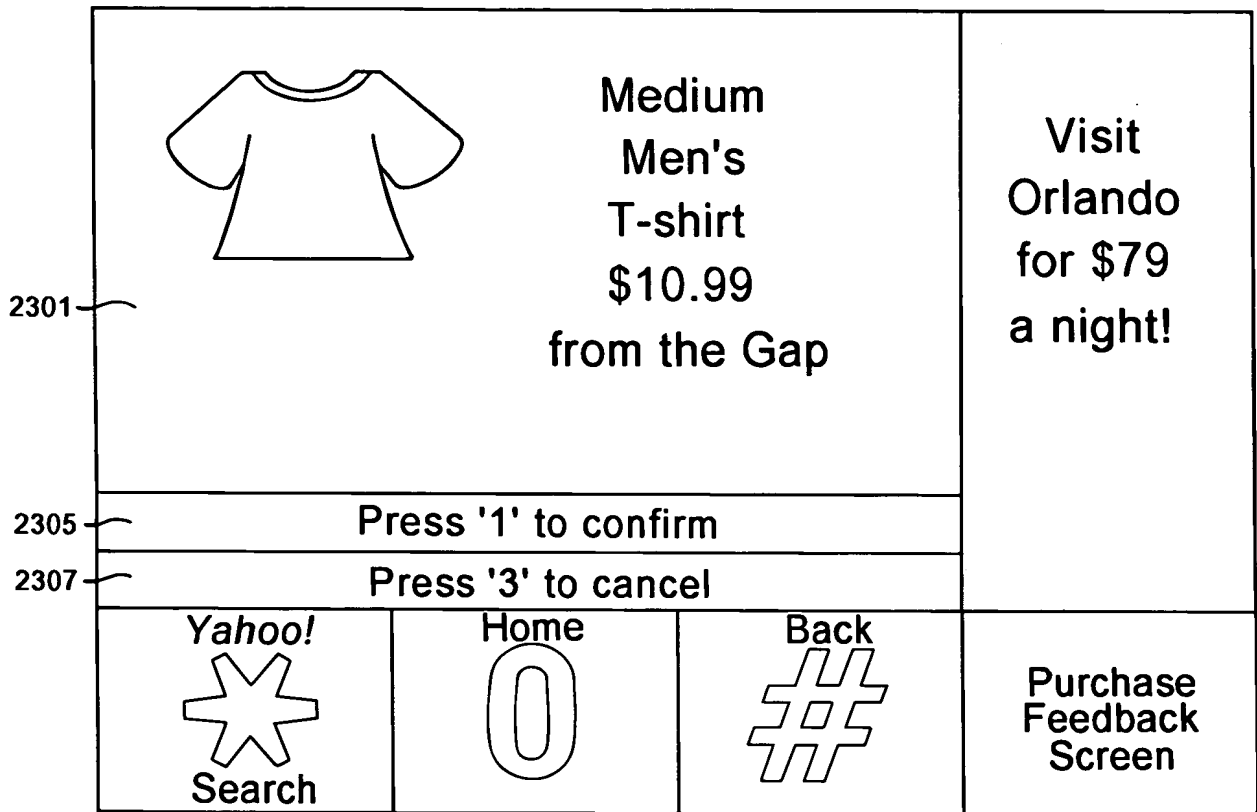


FIG. 23

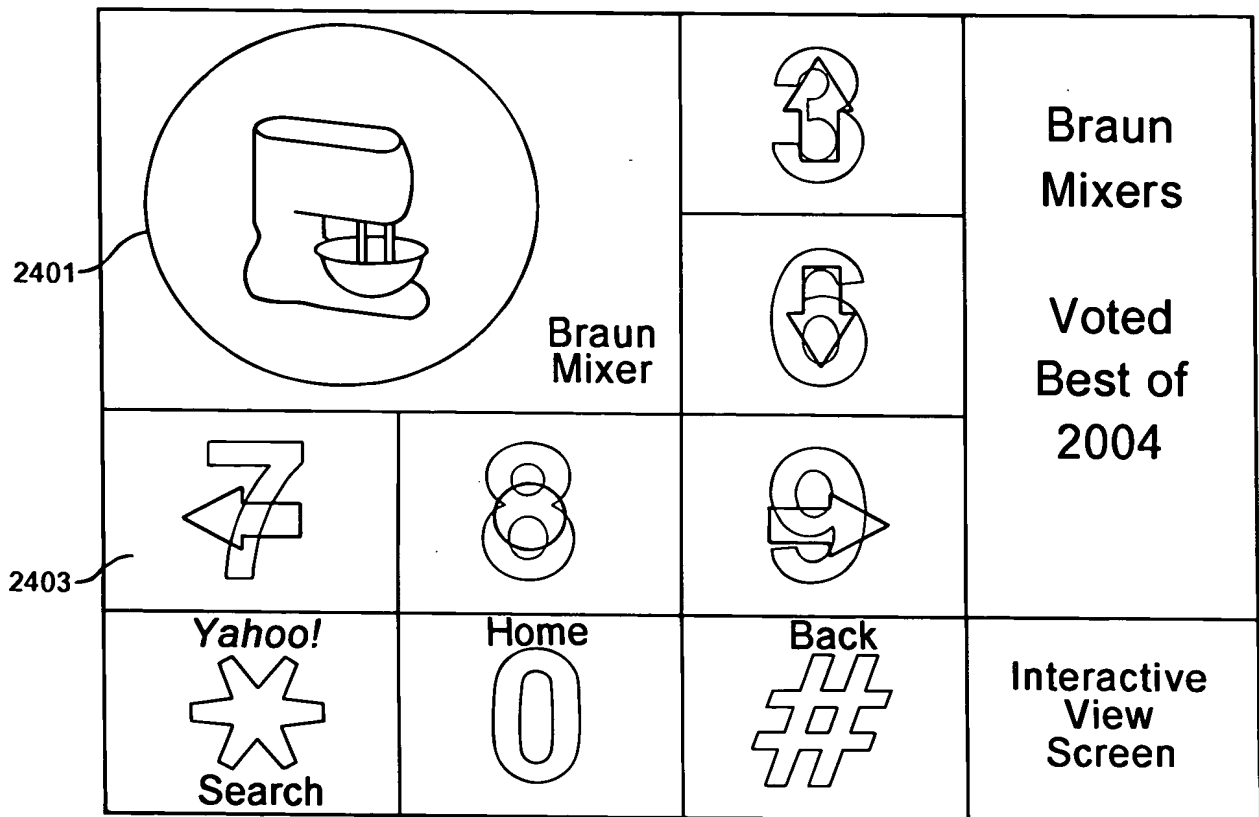


FIG. 24

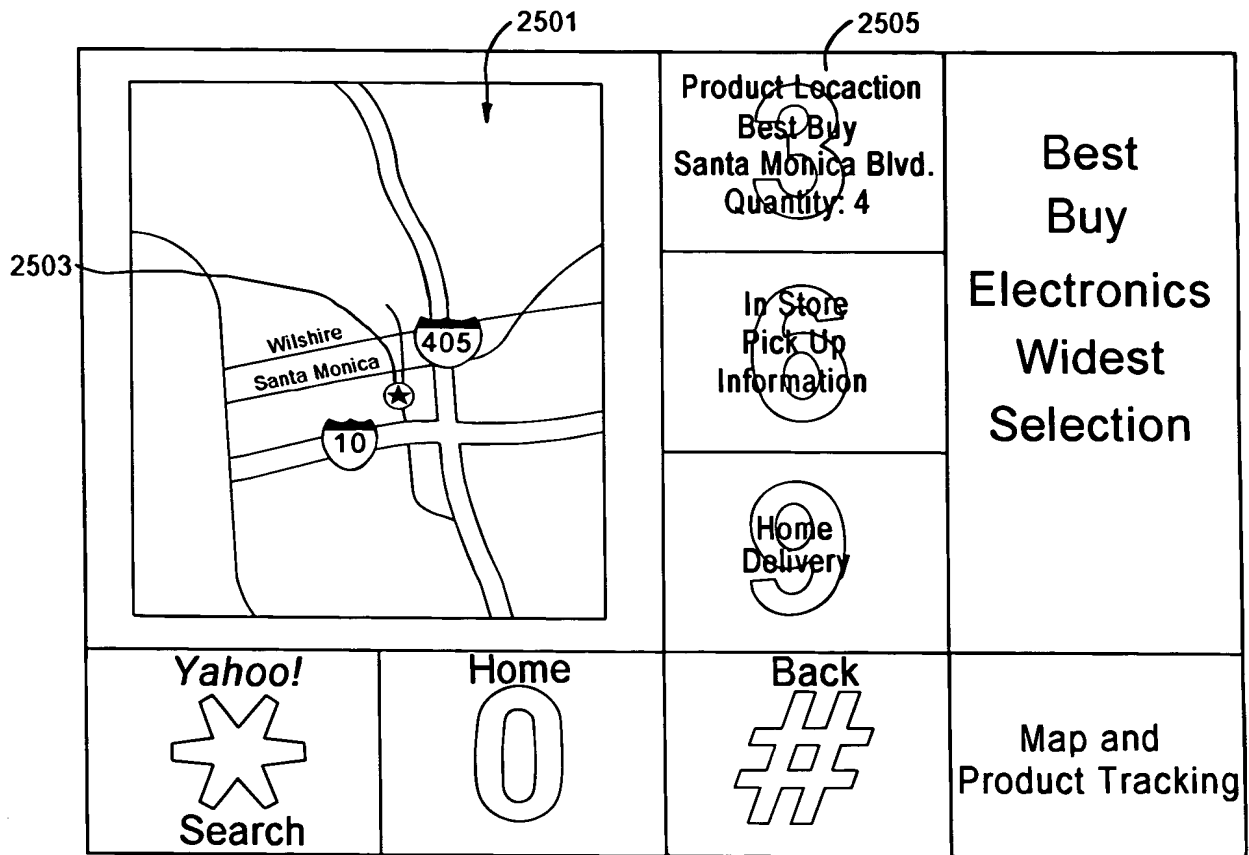


FIG. 25

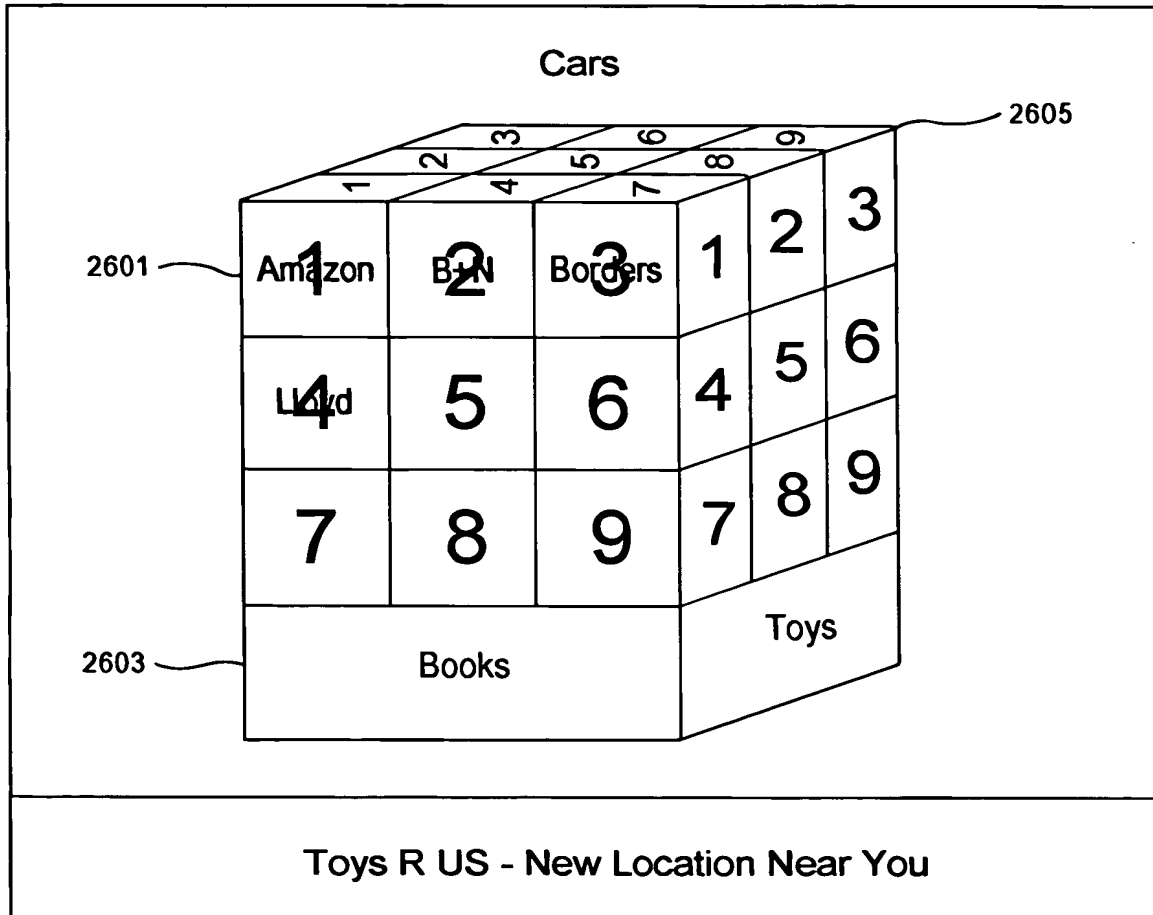


FIG. 26

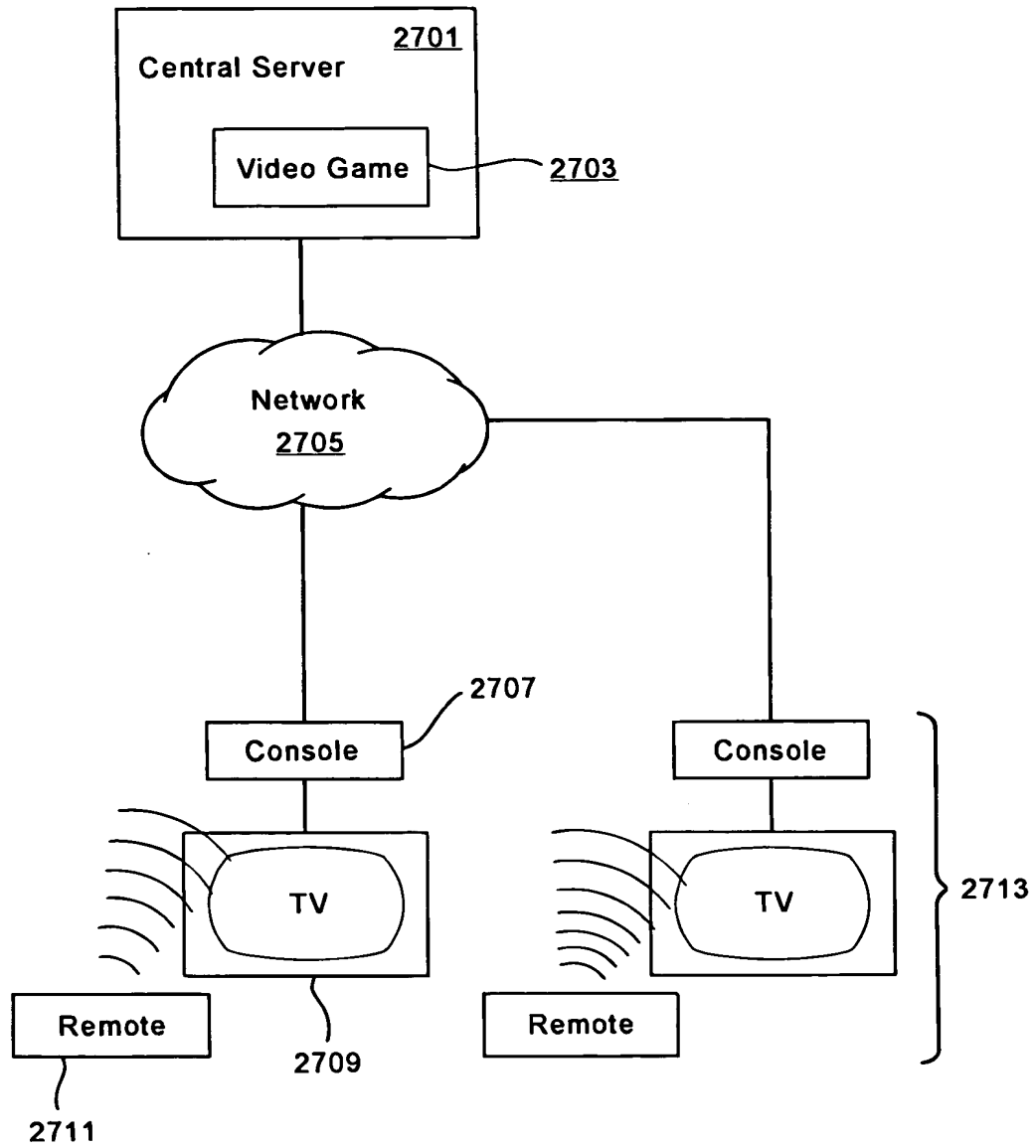


FIG. 27

2801

1 Rap	2 R & B	3 Rock	Tower Records CDs \$9.99!
4 Pop	5 Country	6 World	
7	8	9 More	
Yahoo! * Search	Home 0	Back #	Mall TV Multimedia Center

FIG. 28

2901

U2 1 Zooropia	R.E.M. 2 Monster	Matthew Sweet 3 Girlfriend	Tower Records CD Sale this Weekend
Aerosmith 4 Walk this Way	Bruce Springsteen 5 The Rising	Gun's 'n Roses 6 Welcome to the Jungle	
Pearl Jam 7 Ten	Nirvana 8 Unplugged	9 More	
Yahoo! * Search	Home 0	Back #	Rock Multimedia Center

FIG. 29

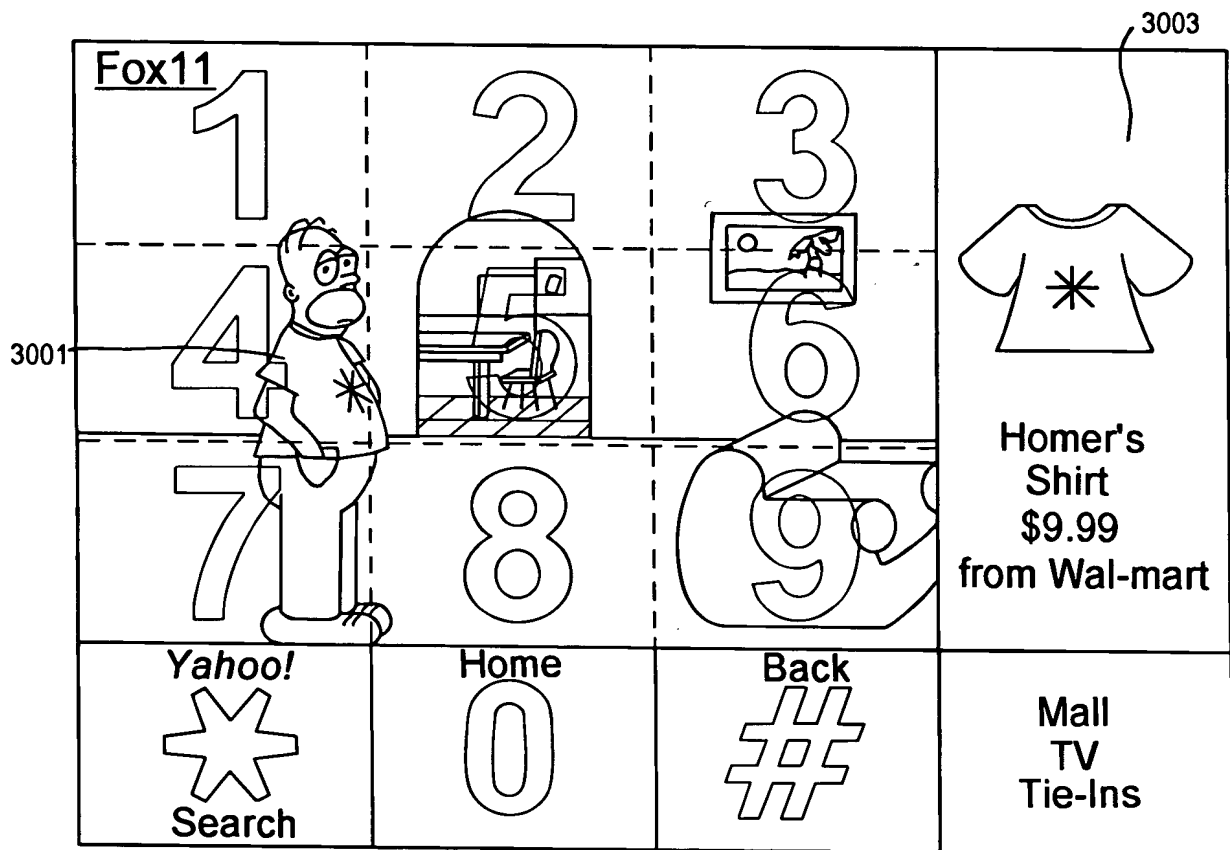


FIG. 30